

FEB 19 1930

# THE Publishers' Weekly

The American BOOK TRADE JOURNAL

62 West 45th Street, New York

VOL. CXVII

NEW YORK, FEBRUARY 15, 1930

No. 7



*It's sweeping through America like wildfire . . . the most extraordinary combination of a war novel and the story of a murder trial ever written.*

## Three Against Fate

by Mary Agnes Hamilton

"Before you are half through you are riding the waves of emotion like a surf-board diver, and cannot put it down for sheer excitement."—*Boston Transcript*.

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*If your customers want to be "in the know"  
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*Both books ready February 27th.*

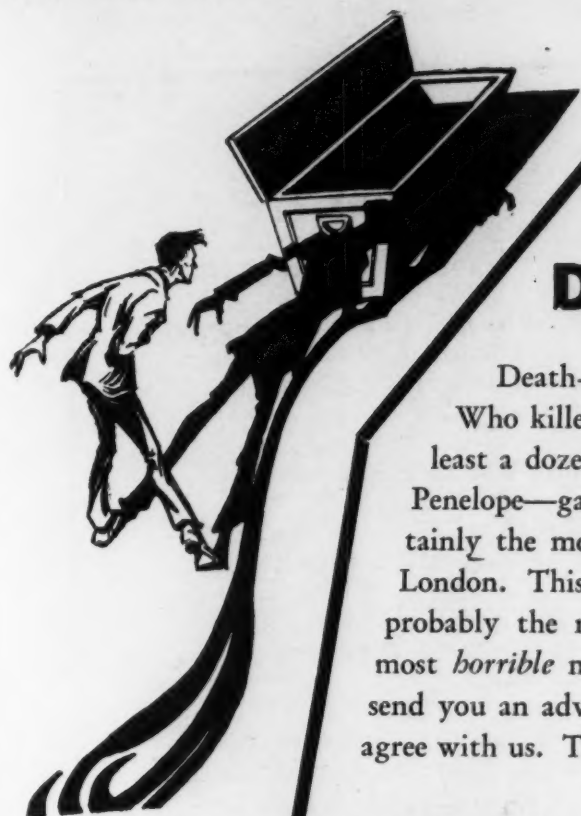
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New York



? have you had  
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## MARCUS MACILL'S **Death-in-the-Box**

*Death-in-the-Box! Death-in-the-Box!*  
Who killed Penelope Armstrong? There were at least a dozen intimate friends who might have. For Penelope—gay, wicked, witty Penelope—was certainly the most loved and hated young woman in London. This is not a book for everyone but it is probably the most delightful, the strangest and most *horrible* murder story ever written. Let us send you an advance copy, and see if you don't agree with us. To be published in March. \$2.00.

*We guarantee the thrills in this book*

OUR SPECIAL OFFER: If any of your customers don't like it and can resist the twilit chills and macabre humor of *Death-in-the-Box* — this absolutely original masterpiece of murder fiction — if they will return the books to you in good condition, we are offering to exchange it for any one of the four thrillers listed below, all by established authors of murder mysteries.

*and be sure you have stock of these four  
mystery thrillers—Each \$2.00*

### **The Room with the Iron Shutters**

*By Anthony Wynne*

### **The Tremayne Case**

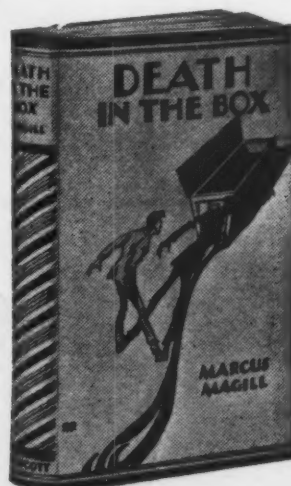
*By Alan Thomas*

### **The Doomed Five**

*By Carolyn Wells*

### **The Golden Ape**

*By Herbert Adams*



# LIPPINCOTT

Washington Square  
Philadelphia

Copp, Clark Co., Ltd., Toronto, Canada

*From a well known actor to a publisher*

William Morrow, Esq.,  
386 Fourth Avenue, New York

Dear Morrow:

As the publisher of Rupert Hughes' biography of Washington you may be interested in an experience I had. Happening to mention the book to a business man with whom I had dealings, he exploded in wrath against both Hughes and the book, saying that Hughes ought to be exiled to Russia for writing such an outrageous attack on so great and good a man.

I asked him if he had read the book, and he answered:

"Of course I haven't. I wouldn't soil my hands on the dirty thing, but I've read enough about it to know all I want to know.

"Read it as a favor to me," I said. He was reluctant but finally consented - as a favor to a prospective customer. A few days later I met him and now he cried:

"Say! that Rupert Hughes is the greatest patriot we've got in this country! I've just read his biography of Washington and I think it's magnificent. You know, I must confess I never did really like Washington before. Of course, I admired him from what I remembered of hearing about him, but I had a sneaking idea that he was a cold and pompous old piece of statuary. But since I've read Hughes' book, I love him. I've really learned to love Washington and to realize what he had to contend against, how human he was and what the people were really like in his time. I admire him more than ever and love him as I never did. When does the next volume of Hughes' biography come out? I can hardly wait for it."

This being a true story, I send it along for your encouragement. I, too, had read the abuse of the book and had been surprised by the warmth of Hughes' portrait of Washington.

Yours sincerely,

*James Kirkwood*

JAMES KIRKWOOD

Show this letter to any customer who accuses Hughes of maligning Washington before reading the book.

# GEORGE WASHINGTON

\$5.00—*The Savior of the States, 1777-1781*—\$5.00

by RUPERT HUGHES

WILLIAM MORROW & CO.

Canadian Representatives: McClelland &



386 Fourth Ave., N. Y.

Stewart, Inc., 215 Victoria St., Toronto

On February 27th we publish

# NONE SO PRETTY

by *Margaret Irwin*

WINNER OF  
THE HISTORICAL NOVEL PRIZE CONTEST  
THE JUDGES OF WHICH WERE

***Mr. E. M. Forster***

AUTHOR OF "A PASSAGE TO INDIA"

***Professor George Gordon***  
OF OXFORD

***R. H. Mottram***

AUTHOR OF "THE SPANISH FARM TRILOGY"

The love-story of Nan, a charming 17th century girl . . . who found that all her problems were not solved by Marriage . . . nor all her dreams fulfilled by Romance. \$2.50

## ***First Great Irish War-Story*** **RETURN OF THE BRUTE**

***Liam O'Flaherty***

The great Irish realist has at last written a novel around his experiences in the war. \$2.00

HARCOURT, BRACE AND COMPANY, NEW YORK, N. Y.



*We expected unfavorable reviews in cases where the reviewers failed to understand what Ludwig has tried to do. The book is not for the historical student but for the general reader. Those reviewers who recognize this fact offer high praise to*

## EMIL LUDWIG'S LINCOLN

*Professor William E. Dodd in The New York Herald Tribune says: "Ludwig has succeeded in making a most interesting book. It is true to the spirit of the subject; it portrays Lincoln in his own words; it is not untrue to the essentials of the great American Civil War."*

*Sherwin Lawrence Cook in The Boston Transcript says: "Here we have not a 'new' Lincoln but the 'real' Lincoln. It is a story which those who want again to read of Lincoln in an epic will cherish with delight. And as Lincoln has captivated Ludwig, he has responded with a book of which Americans can well be proud."*

*Helen Lohman in The Philadelphia Inquirer says: "Eminently the biography for popular consumption."*

*The New Yorker says: "It is a massive, impressive book, with the great fascination of all Mr. Ludwig's biographies. This Lincoln biography is fated to be a best seller. Naturally you'll read it."*

*Walter Yust in the Philadelphia Ledger says: "This latest biography from the pen of America's most popular biographer will win many readers. I read it with such absorption that I might have been reading about Lincoln for the first time. It's a fine, dramatic story, generously anecdotal, of a personality as truly, as picturesquely, America's own as man could ever be."*

*Allan Nevins in the Book Review says: "It is a biography for popular consumption, ably executed, showing real talent, astonishingly accurate."*

*And we have direct assurances from the book trade, such as:*

1. "Ship immediately fifty additional Ludwig Lincoln. Our advance orders approximate one hundred copies. Expect to sell a thousand copies of this marvelous biography." — Telegram from A. Kroch, Chicago.
2. Reorder of 500 copies from Baker & Taylor Co. the second day following publication.

SECOND LARGE PRINTING ALREADY!

15 illustrations. 505 pages. \$5.00

**Boston LITTLE, BROWN & COMPANY Publishers**

*Books Published  
since Jan. 1. Check  
your stock on them:*

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THAT. By Robert  
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TWILIGHT OF VANDA  
PINELLI. By L. Stenl.  
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LAND? By Nicholas  
Roosevelt. \$3.00

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STON. By Alex. John-  
ston. \$3.50

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Laurence Housman. \$2.50

THE STARS. By George  
Forbes. \$1.60.

THE LEAGUE OF NA-  
TIONS. By H. Wilson  
Harris. \$1.60

GEORGE V. By Sir  
George Arthur. \$5.00

*Best - Sellers from  
last year:*

GODS' MAN. By Lynd  
Ward. \$3.00

EX-WIFE. By Ursula  
Parrott. \$2.00

HUMANITY UP-  
ROOTED. By Maurice  
Hindus. \$3.50

*There's always a wait-  
ing list for a  
new book by*

**M. R. WERNER**

*The latest is*  
**"ORDERLY!"**

The author of "Barnum" and "Brigham Young" gives here a forceful and straightforward account of his own experiences as an orderly in a base hospital at a Normandy seaside resort during the years 1917-1919. Publication date, March 10th. \$2.50.

**IT WILL BE EASY TO SELL  
BECAUSE**

(1) It is one of the few accounts in English of war-time experience in a hospital; and

(2) M. R. Werner "fans" will enjoy this brilliant bit of autobiography from the pen of a famous biographer.

**JONATHAN CAPE & HARRISON SMITH**

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New York



*A following of thousands  
reinforces eager, wide-  
spread interest to assure demand*

**DR. ALFRED  
ADLER**

*writes the most revealing book yet  
on the new psychology*

Public interest in Dr. Adler's psychology has reached the proportions of a state of mind. The enormous success of his clinics and lectures, and the enthusiastic acceptance of his principles indicate the genuine, abiding concern that exists for what Adler has to offer. Now he advances working proof of his psychology, simply, concisely, brilliantly, in this new book. And that book, for the above reasons, holds many sales for you.

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INDIVIDUAL PSYCHOLOGY, Dr. Adler's school, holds that sex-entanglements, inhibitions, neuroses and the like are of secondary importance in treating the neurotic character. Adler shows how such deviations from the normal are only expressions of simpler, more basic and more vital factors in the personal makeup.

*Ready March 1 \$3.00*

**COSMOPOLITAN BOOK  
CORPORATION, 572 Madison Avenue, New York**



# \$500 cash for Ideas

**H**ERE is your opportunity to win a handsome reward with very little effort.

Dutton will pay \$500 (five hundred dollars) in cash for the best ideas submitted in the Dutton Prize Contest, details of which are given on the following pages. This is the first announcement.

It should be more than ordinarily easy for you to win a prize in this contest because it is associated with your work. It is being conducted in connection with the Dutton Spring Books.

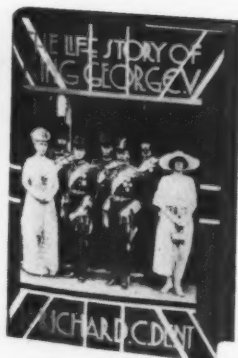
The Dutton Spring List is by far the finest we have ever published. It contains many popular and successful titles. Many books with BIG SALE possibilities. Many well known authors. The new jackets are unusually colorful and modern. The new spring catalog is beautifully printed, and a real selling help. And, as is our constant policy, every book will be extensively advertised to the public. They will be sold through the book stores exclusively, and no titles will be submitted to any of the Book Clubs.

We now want ideas and suggestions that will help us to display, sell, advertise and get publicity on these books—methods by which we can help you increase their sales—and we are conducting this contest as a means to this end.

Enter this contest now. You will not only have a good chance to win a prize but you will find it extremely interesting.

---

E. P. DUTTON & COMPANY, INC.



## PRIZES

Grand Prize of \$200.

4 prizes of \$50. each

4 prizes of \$15. each

4 prizes of \$10. each

In the event of a tie, the advertised award will be paid to each of the tying contestants.

# 13

## Plenty of Opportunity in THIS Contest

**T**HE Dutton Prize Contest is not only very simple, not only gives you thirteen chances to win, but, instead of basing all prizes on just one thing to do, the contest is divided into four different parts, with three chances to win in each group, thus increasing your chances of winning a prize, as you shall see.

## Here's the Plan

Dutton will award one Grand Prize of \$200 for the best idea submitted. Then a first prize of \$50, a second prize of \$15 and a third prize of \$10 for the three best ideas submitted in each of the following four groups. That's thirteen prizes in all.

**GROUP 1.** For a window display of a Dutton book or books, or Dutton jackets. A window which displays not less than 25% of the Dutton books or Dutton jackets for spring.

*This idea must, of course, be submitted in the form of a photograph of the window.*

**GROUP 2.** For a selling talk of not less than 30 and not more than 200 words on any Dutton book published this spring.

*The talk should be such as could be used by any salesman or saleswoman or bookseller in selling the book to the retail customer.*

**GROUP 3.** For a store newspaper advertisement or direct by mail piece on any spring Dutton book or group of books.

*This ad would be such as a bookseller would publish in the local newspaper and the direct mail piece such as he would send to a list of prospects. Layouts and sketches may be submitted but are not essential.*

# E. P. DUTTON & C

# Chances to WIN

GROUP 4. For a publicity stunt or any other idea for promoting the sale of any Dutton spring book or books. (This article is not restricted as to length or number of words.)

Remember, the first prize in each of these groups is \$50. The second prize \$15 and the third \$10, with a Grand Prize of \$200 for the best idea of all ideas submitted.

## Rules—Are Simple

1. Only one idea in each group may be submitted by any one person. But each person may enter all four groups if they wish.
2. All entries for the Window Display must be actual photographs, with name and address of store written on back.
3. All entries in other groups must be submitted in writing, on one side of the paper only. The name and address of contestant must appear on each sheet of paper. Layouts and sketches may be submitted but are not essential. They, too, should bear name and address of contestant.
4. You must print plainly in the upper right hand corner of all your material submitted, the number and name of the group in which you wish it entered, for example: GROUP 1—Window Display, GROUP 2—Sales Talk, GROUP 3—Advertising, GROUP 4—Publicity Stunt, etc.
5. All winning ideas become the property of E. P. Dutton and Company and may be used by them, if desired.
6. It must be understood that any material submitted cannot be returned.

Anyone May Enter—See Next Page

# COMPANY, INC.







## ANYONE can ENTER This CONTEST

**T**HE Dutton Prize Contest is open to anyone connected in any way with the Publishing, Magazine, and Bookselling Fields. Authors, critics, librarians, clerks, stenographers, sales people, store owners, office boys, all are eligible. *The only persons barred are Dutton employees and their families.*

### We Help You Win

**FIRST.** We will send you a FREE copy of Dutton's New Catalog. This describes each Dutton Book on the Spring List and also illustrates the jackets of most of them. Thus, the catalog will be a working manual for you in submitting ideas and will undoubtedly suggest ideas to you that will help you in winning a prize.

**SECOND.** We will also send you, FREE, jackets of the 15 outstanding books on our spring list, and any which you may specify. The jackets carry somewhat more complete descriptions of the books than those given in the catalog and will be, therefore, an additional help to you.

**THIRD.** Although this and the three preceding pages tell you everything you need to know about the contest, a personal copy consisting of a reprint of the rules, prizes, etc. will be sent you, if you wish.

The jackets and the catalog are offered free simply as an aid to those who may not have easy access to the Dutton Spring Books. *It isn't necessary to have them in order to enter the contest*, but the catalog, especially, will undoubtedly be a help to every contestant. *Remember, it is not necessary to buy any Dutton book or anything to enter this contest.* In the window display you may use either Dutton jackets, which are supplied FREE as mentioned above, or the Dutton books.

*If you want the catalog, jackets and rules, send this coupon.*

USE THIS COUPON OR LETTER IN REQUESTING MATERIAL.

E. P. DUTTON & CO., INC.  
300 FOURTH AVENUE, NEW YORK CITY

Gentlemen:

I want to try for a prize in the Dutton Contest. Please send me, FREE

- Check all ☐ The new Dutton Spring Catalog.  
or any ☐ The book jackets of Dutton Spring Books and others which I have specified on the attached slip.  
☐ The rules etc. of the contest.

NAME .....

ADDRESS .....

NAME OF FIRM WITH WHOM YOU WORK .....

### How Awards Are Made

Awards will be made on the basis of the practicability, originality and selling worth of the ideas submitted. These are the only factors that will decide who wins. Winners will be announced at the Annual Convention of the American Booksellers Association in New York May 19-22, and checks will be presented or mailed shortly thereafter.

### Committee on Awards

All entries will be carefully considered and passed upon by a committee consisting of

MR. ELLIS W. MEYERS, *Executive Secretary of the American Booksellers Association.*

MR. JOHN E. SHEPHERD, *Churchill-Hall, Inc., Advertising Counsel.*

MR. JOHN MACRAE, JR., *Vice Pres., E. P. Dutton & Co., Inc.*

This committee, *alone*, will have the only and final authority to award prizes, and its decisions must be accepted as final.

### Contest Starts Immediately and Closes April 15, 1930

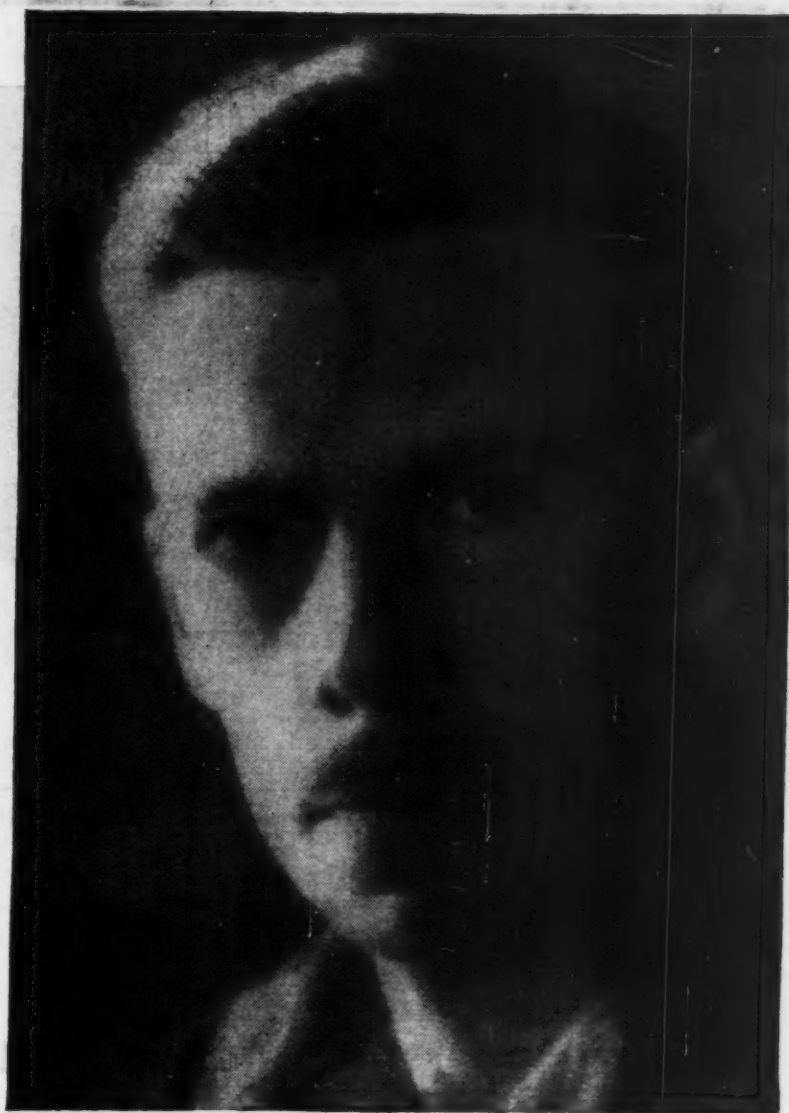
All entries must be sent to E. P. Dutton & Co., Inc., 300 Fourth Ave., New York and bear a postmark not later than midnight, April 15, 1930.

### Start Now to Win a Prize

Your opportunity to win a share of \$500 in cash is here. The contest is simple. It is also interesting. There are no complicated rules or regulations. And the prizes are generous. Here is an opportunity to win money that will help pay for your summer vacation. And don't forget that you have thirteen chances. Don't delay, *you* may be one of the lucky ones to receive a check from Dutton. Start now!

## Harold Lamb

...author of *Genghis  
Khan* and *Tamerlane*...  
writes



# The CRUSADES

## IRON MEN AND SAINTS

When he was only ten years old, Harold Lamb used to write tales of the Orient and set them up on a handpress in his grandfather's attic. During his college years, he dug deep into Oriental history. In later studies he collected a reference library of mediaeval travels, Persian and Russian chronicles, literature of the East.

Now, before his fortieth year, he has

achieved the first ambition of his life...THE CRUSADES: *Iron Men and Saints*, the story of the Great War of the Middle Ages. It is his greatest book...a vivid tapestry of one of the greatest spontaneous movements in human history...a pageant of half a million knights and archers in a riot of color and action.

*Coming March 1st, \$3.00 Illustrated*

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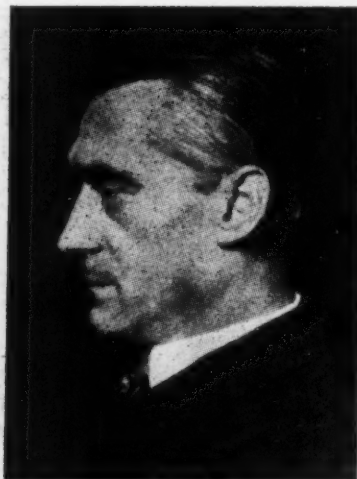
*Book-of-the-Month Club's selection for March*

# CARL AND ANNA

was the immediate cause  
of the election of

**LEONHARD FRANK**

to the German Academy of  
Letters



*Leonhard Frank's every  
work is a literary event  
in Germany.*

*A daringly frank novel of love*

Five woodcuts by Ilse Bischoff beautifully boxed \$2.50

## Storm Bird

By Mollie Panter-Downes

You will remember that Mollie Panter-Downes (young and English) was 16 when her first novel appeared. Her new novel, concerns love and marriage in London. \$2.50.

## Fifty Poems

By Lord Dunsany

The first collection in book form of the poems of this distinguished author and dramatist. \$1.50.

## The Roaring Veldt

By GRETCHEN CRON, who trod the dangerous British East Africa wilds amid buffalo charges and roaring lions. Good adventure. Priceless photographs in Sepia. \$5.00.

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HELEN HULL'S

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THE  
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*Miss Hull is the Author of "Islanders"*

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# 465,000 boys & girls will read these advertisements



—suddenly

the stillness of the house was broken by a long, piercing shriek . . . it was the only house for miles on the Jersey beach. The neighbors called it a haunted house, but no one really believed it. The eccentric owner

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in the cupola  
gray shawl, the  
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message have  
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When Mercedes Haynes set out to piece  
together and solve the mystery of the old house in

## APPEARANCE OF ANNE SHAW

Augusta Huiell Setman's most  
thrilling stories—now ready in the dollar-  
WINDMILL Edition.

## STAIRS, DOWNSTAIRS

Joseph Sherman's enterprising story  
of two heroines in a modern board-  
ing house is also just published in the  
WINDMILL Edition.

your favorite authors—Ethel Cook Eliot, Caroline  
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Edition for only \$1. WINDMILL BOOKS are books that sold formerly  
for \$1.75 and \$2.00, selected because they are books that girls everywhere  
want to own—and published in handsome new editions for only \$1 each. If  
you want to see a complete list of WINDMILL BOOKS fill out the  
attached coupon.

## What was the Congo's jinx ?



TOD MORAN found out when he defied sailor  
superstition and shipped as a wiper on the  
hated jinx ship.

French Louie—with a knife in his heart;  
Black Jean and his strange mascot, the devil  
drum of voodoo worshippers and the mys-  
terious "goat without horns" all played a part  
in the dark adventure that pursued the Congo.

You can read the story of Tod's adventures on the Congo for only  
\$1 now in the new WINDMILL Edition of THE JINX SHIP, a thrilling  
sea adventure story by Howard Pease, author of SHANGHAI PASSAGE.

Think of buying THE JINX SHIP,  
THE TATTOOED MAN, also by Howard  
Pease, THE FLYING SQUAD by Col. Wil-  
liam A. Bishop and Major Rothery  
Stuart-Wortley, SIBERIAN GOLD, by  
Theodore A. Harper, AMERICAN BOY  
STORIES, and many other books you have  
always wanted to own that sold formerly  
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WINDMILL Edition for only \$1 each! Ask  
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her nickname in ad

ELIZABETH J  
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mystery in the Ne

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ROSES OF TH  
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years ago.

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**now** you may own the most popular books by  
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Who was the mysterious cook in the  
tramp freighter *Araby*?

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Indian wars and wilderness adventures  
with the great frontiersman.

JAMES B. HENDRYX  
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Alaskan mining adventures with Connie  
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RUDYARD KIPLING  
LAND AND SEA TALES FOR SCOUTS  
AND SCOUTMASTERS  
Stalky and Ramo and other famous  
characters.

REED FULTON  
THE POWDER DOCK MYSTERY  
Who was the elusive man in the fish mask?

These are books that sold formerly for \$1.75 and \$2.00. They were chosen from the entire  
Junior Book list because of their wide popularity with boys everywhere. Now for the first  
time they are offered in this handsome new WINDMILL Edition at \$1 each. They are great  
books to read—beautiful books to own.

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Adventures in the Amur River gold fields  
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THE FLYING SQUAD  
Two boys learn to fly to solve a sinister  
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FORRESTINE C. HOOKER  
PRINCE JAN—ST. BERNARD  
A dog lives up to his heroic ancestors.

STAR: THE STORY OF AN INDIAN  
PONY  
A pony's part in the last of the South-  
west Indian Wars.

AMERICAN BOY STORIES  
Exciting stories by your favorite AMERI-  
CAN BOY authors.

During the next two months these  
ads will appear in the leading mag-  
azines for boys and girls as part  
of a special spring advertising  
campaign to promote WINDMILL  
BOOKS over the entire country.  
WINDMILL BOOKS have "gone  
over" as the biggest bargain yet  
offered in the juvenile field. They  
are outstanding, modern books by  
well-known authors that sold for-  
merly for \$1.75 and \$2.00. Printed  
in new editions, larger than the  
average novel with new colored  
wrappers, stained tops and frontis-  
pieces.

Check up on your WINDMILL  
stock and watch for the new  
titles coming March 21.

# WINDMILL BOOKS for

ready **March 21**

# Three new titles that mean bigger juvenile sales.

## **THE JINX SHIP**

by Howard Pease

Dark adventure on a tramp freighter in the Caribbean. A best-selling title by the author of "Shanghai Passage." *Formerly \$2.00.*

## **THE DISAPPEARANCE OF ANNE SHAW**

by Augusta Huiell Seaman

The first of Augusta Huiell Seaman's mystery stories ever published in a dollar edition. *Formerly \$1.75.*

## **UPSTAIRS, DOWNSTAIRS**

by Edith Bishop Sherman

Four lively heroines in a modern boarding school mystery. By the popular author of "Mistress Madcap". *Formerly \$2.00.*

### **WINDMILL BOOKS ALREADY PUBLISHED**

ROSES OF THE WINDS by Sonia Lustig.  
SIBERIAN GOLD by Theodore A. Harper and Winifred Harper.  
WAUL & DYKE, INC. by Ethel Cook Elliot.  
STOREY MANOR by Ethel Cook Elliot.  
PRINCE JAN—ST. BERNARD by Forrestine C. Hooker.  
THE PERILOUS SEAT by Caroline Dale Snedeker.  
THE TATTOOED MAN by Howard Pease.  
STAR: THE STORY OF AN INDIAN PONY by Forrestine C. Hooker.  
MISTRESS MADCAP by Edith Bishop Sherman.  
TUCKAWAY HOUSE by Charlotte Brewster Jordan.

MEREDITH'S ANN by Elizabeth Janet Gray.  
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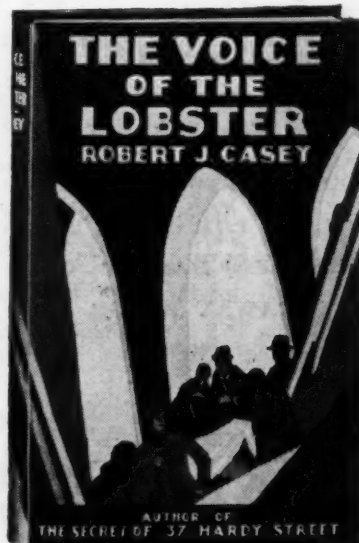
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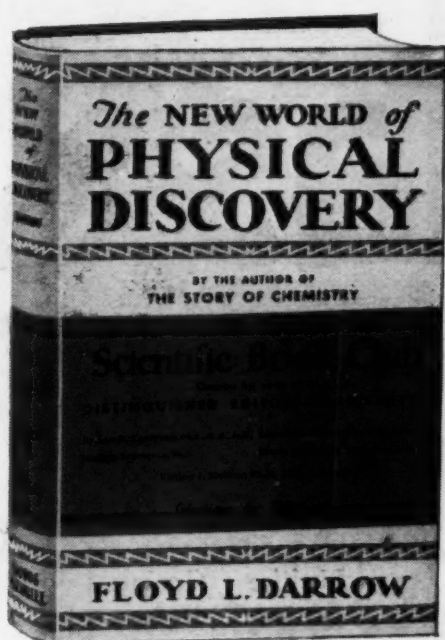
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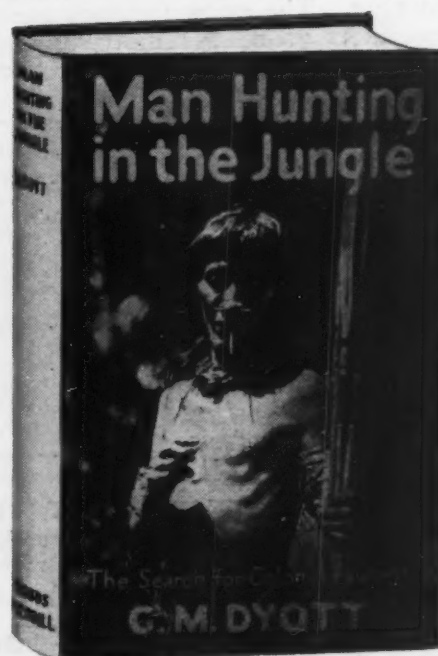
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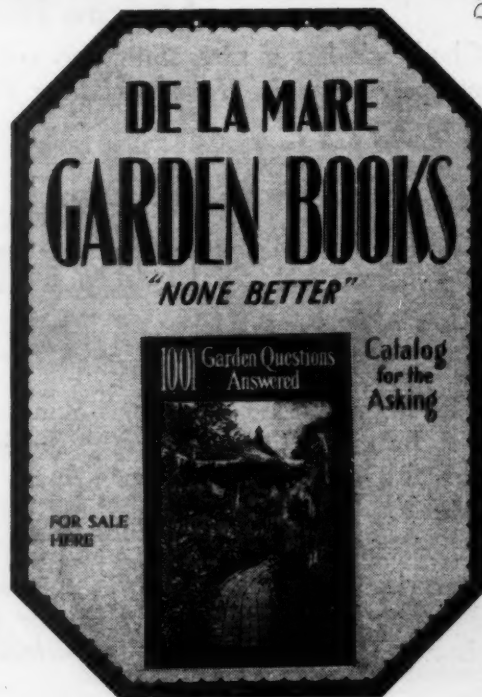
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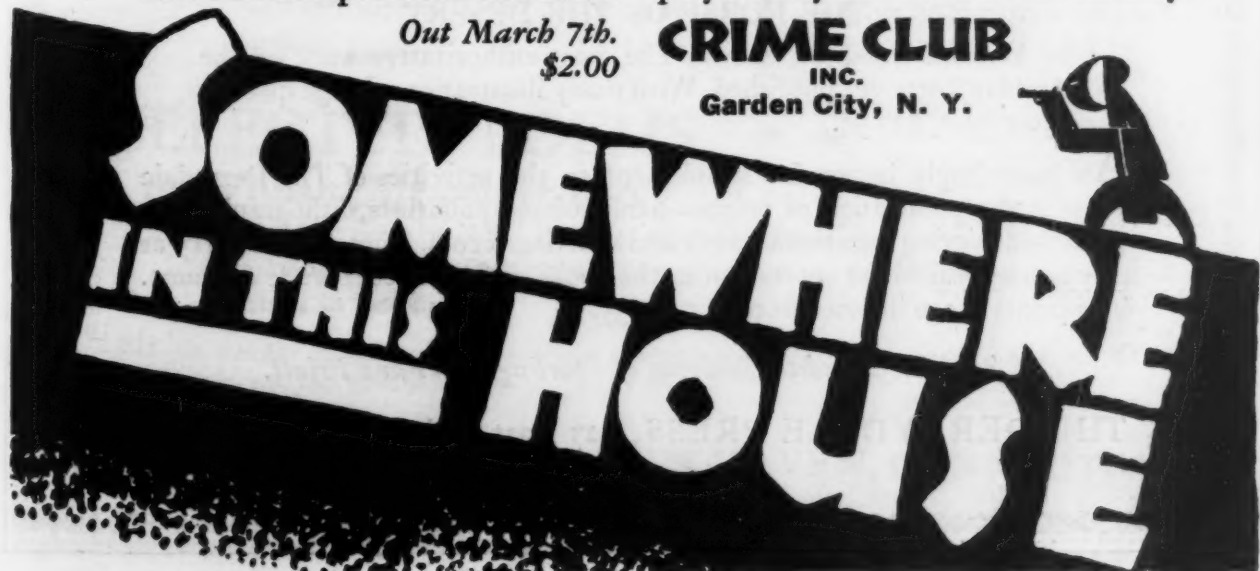
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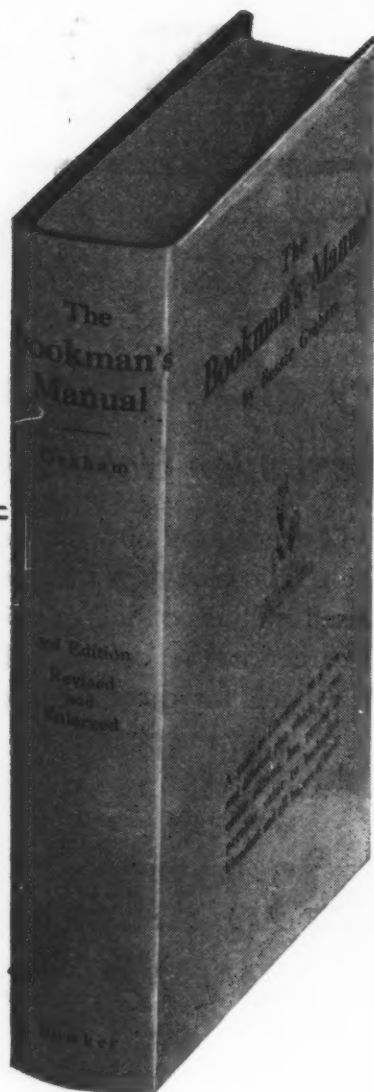
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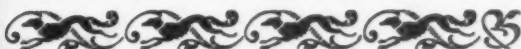
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# The PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

NEW YORK, FEBRUARY 15, 1930

## Cashing in on the Bridge Craze

Ruth Leigh

**I**F golf and automobiling can be considered as typical American outdoor sports, there is no doubt that the two rivaling indoor sports are moving pictures and bridge. Since the mauve decade when whist was played in polite society, there has never been a card game that has attained the enduring popularity that bridge now enjoys in American national life. We have become a nation of bridge fans; the social world appears to be made up of two kinds of people: those who play bridge—and those who don't.

Every intelligent bookseller who reads this will acknowledge its truth. There are a few alert bookstores that long ago recognized the mounting popularity of bridge and are today capitalizing on the sales possibilities. So few are doing it, however, that we say this confidently: if you are not cashing in on the present bridge craze, you are literally letting sales slip out of your front door.

You can regard book sales, as a result of bridge's popularity, from three different angles:

1. You can sell bridge books to bridge fans and to would-be players.
2. You can sell bridge books and general books as bridge prizes.
3. You can sell more bridge books by featuring them in connection with your sales and displays of playing cards, bridge pads, scores and favors.

Almost everything connected with the game of bridge introduces sales opportunities to a bookseller determined to increase sales. Like anything worth while, however, it requires special effort.

The first selling opportunity—that of selling more books on bridge to bridge fans and to would-be players, is the most obvious. Perhaps you have not fully realized, for example, that among bridge "sharks" auction bridge is passé and that contract bridge is all the rage. Are you in any way—through your salespeople or through your windows—calling attention to the fact that you have in stock the latest, most authoritative books on contract bridge? If you have a list of bridge fans on hand, have you attempted to tell them, by telephone, of the latest books on contract bridge—with which they are undoubtedly struggling.

In the average living-room game of bridge, there is usually enough discussion provoked to make every man or woman present wish she had some authority to back her game, some expert to quote in justifying her play. Why not a newspaper advertisement suggesting that alert bridge players are taking their favorite authority's book to bridge games, so it can be consulted after a game in case of dispute? This is a selling suggestion that salespeople can use to advantage in urging the purchase of a bridge book. It is an especially apt suggestion in the case of bridge books that are pocket size.

Mr. Bookseller, there is probably no more timely window you can install right now than a bridge display, centering, perhaps, around this message: "Improve Your Bridge Game; Get the Latest Book by Your Favorite Authority." Display in the window all the titles you have on hand, dealing with bridge—auction or contract.



It is one of the easiest windows imaginable to decorate, because it so logically includes playing cards, bridge scores, tallies—as accessory decorations. The enlarged playing cards, furnished by the United States Playing Card Company—add attractive, colorful touches, and are distributed free. Some dealers have centered a display around a sample hand laid out in the window. Another dealer set up an actual bridge table in the window, putting the hands on the table, with cigarettes, refreshments, etc., to give an air of realism.

No matter how you arrange your bridge window, the important thing, if you want to sell more bridge books, is to make it exclusively a bridge display—excluding every other kind of book.

You can, if you use the bridge table idea, duplicate this display, as a tie-up in the store, showing bridge books and accessories right on a bridge table. You will find that your books on contract bridge will immediately challenge the attention of bridge fans.

Simple and obvious as this bridge window and inside display may seem, there are comparatively few dealers who have recognized its possibilities as a means of introducing their stores to an entirely new group of possible customers. This is true: that a large proportion of bridge fans are not habitual book buyers. Your bridge enthusiast is, however, likely to be intensely serious about her game, subscribing, perhaps, to a bridge magazine. By getting her in the habit of discussing bridge books with you, you are paving the way to making permanent customers of men and women who are not in the habit of buying books.

The important thing to the bookseller is that he doesn't have to spend a cent, nor take a single step to foster this interest in bridge. Others are doing it for him—and spending thousands of dollars on which he can easily cash in. For instance, do you know that The United States Playing Card Company broadcasts bridge games—auction and contract—over the radio every week? These games started last November, and are broadcast by Milton C. Work, the bridge authority, every Tuesday afternoon at 4:30 p.m., Eastern Time, over 150 leading radio stations in the United States and Canada, including WEAJ in New York City. Moreover, this broadcasting

is tied up closely with 160 newspapers throughout the United States, papers which publish the advance hands, names of players, reports of the game. The 150 radio stations and the 160 newspapers include practically every large and medium size city in the country—and reach an eager audience of millions of bridge players. If you want to know what local station this bridge game comes over, or what local newspaper reports it, the United States Playing Card Company of Cincinnati will be glad to tell you.

So important is this broadcasting feature, that \$19,000 was recently spent for one *Saturday Evening Post* double-page advertisement to announce it. It represents an opportunity for a bookselling tie-up such as the bookseller has never had before—and without a penny expense. What could be more logical, for example, than for you to display every Tuesday a group of bridge books—as a separate unit display—in the window and inside the store with a card urging bridge fans to listen in. If you want to feature it in a large window display, why not use a radio set as a center, with wires running from the radio set to Work's books, which will logically be the central feature, in view of the fact that Milton C. Work is personally broadcasting?

The bridge puzzles such as *Judge* ran for twenty-four weeks suggest the simple device of clipping the current puzzle, pasting it on a large card, with a suggestion tying up the bridge puzzle with popular books on bridge.

The newspapers, ever sensitive to public interest—are featuring bridge puzzles, as well as regular syndicated articles by such authorities as Work and Whitehead. Ten chances to one, you have on your store's shelves books by these very authorities!

An excellent merchandising suggestion is based on your making the acquaintance of some of your local bridge teachers. Most of them, exponents of some one leading bridge authority, hold classes and use the book by their particular authority as a text. A bookseller in a suburban town in Long Island reports that she bolstered up her sales considerably during quiet months by keeping in touch with the local bridge teachers and taking orders for all bridge books used in their classes. Most of the



national bridge authorities hold regular classes in New York, where they train teachers who come from all parts of the country, paying large sums for this instruction. These teachers go back to their own towns and, in turn conduct their own bridge classes. Curiously enough, you will find that the sale of bridge books in your town depends, to a great extent, on the method taught by local bridge instructors.

By the same token, it would be advisable for you to make the acquaintance of the president of your local bridge clubs, to find out what books he recommends, and to feature them as such. All this carries weight with your local bridge fans. By keeping in touch with key people in the local bridge world—such as teachers and bridge club presidents, you make it possible to introduce your selling facilities to hundreds of

new customers. Merely to buy any bridge book from any publisher who happens to come along is not far-sighted buying.


So far, we have discussed the possibilities of your increasing sales of bridge books by various authorities. The next angle to the bridge craze centers around the possibility

of your selling books as bridge prizes. Compared with the ordinary silly bridge prize handed out by the average hostess, a book, fiction or non-fiction, is an eminently appropriate and intelligent prize. A \$10 biography or a \$3 novel makes a good

high prize, with a \$1 book as a suitable low. Or possibly a beginner's book on bridge as a low prize and an advanced one on contract bridge as a high. Books as bridge prizes might be sold with the exchange privilege, thereby easing the mind of a hostess who may worry as to whether her guest has already read the book.

In discussing how the average bookstore can sell more bridge books, John R. Fraser, Vice President of The John C. Winston Company, publishers of Milton C. Work's books, makes this observation: "Many sales are lost for bridge books because they are not all

shown in the department which carries playing cards. In some stores, this department is divorced from the book department and no bridge books are sold at all. Even in a bookstore, bridge books should be sold in the book department and also in the stationery department.



Let Milton C. Work Improve Your Game

# BRIDGE by RADIO

**Auction and Contract**  
**Tuesday—WEAF—4:30 P. M., E.S.T.**

**Dr. Maurice J. Lewi, New York City**  
Spades—K, Q, J, 10, 3  
Hearts—K, 3  
Diamonds—10, 3  
Clubs—A, K, Q, 6

**R. F. Rode, Miami, Florida**  
Spades—8, 6, 4  
Hearts—A, Q, 9, 4  
Diamonds—J, 8, 7, 4  
Clubs—10, 4

**Miss Florence B. Grant, Zanesville, Ohio**  
Spades—9, 2  
Hearts—7, 5, 2  
Diamonds—6, 5, 2  
Clubs—J, 8, 7, 3, 2

**Mrs. George R. Campbell, Augusta, Maine, Dealer**  
Spades—A, 7, 5  
Hearts—J, 10, 8, 6  
Diamonds—A, K, Q, 9  
Clubs—9, 5

Does North or South become Declarer . . . and what is the winning bid in this hand at Auction? At Contract? How many tricks does Declarer take? On which player is a "squeeze" worked? Decide how you would handle this deal . . . then let the experts show you their methods by radio, with comment and instruction by Milton C. Work.

*A summary of the game will appear in this paper*

*An excellent window display for Tuesdays would be bridge books to complement this popular broadcasting feature*



There is obviously a tie-up between playing cards and bridge goods and many sales can be made to the person who enters the store for the purpose of purchasing goods."

In large department stores, where book and stationery departments are separate, there is often rivalry between departments; the publishers' salesman must necessarily call on both buyers. This is important, however, if you want to take advantage of the sale of bridge scores and favors to create bridge book sales. Acknowledging that the average bridge fan is not an habitual book buyer, it is good business to make book buying as easy for her as possible—having the books on bridge right where she buys cards, score pads and the like—rather than to expect her to walk to the book department. After all, your store exists for the convenience of customers, not custom-

ers for your store. It may be neither convenient nor desirable from your store's accounting point of view to carry bridge books in the stationery department where playing cards are sold—but from a customer's angle, it is eminently desirable and logical.

Ask yourself, as you look at the stationery counter, whether if you were buying playing cards or bridge scores, you wouldn't be likely to buy a book on bridge, on impulse, if you saw it attractively displayed. At least, you'd be more likely to buy it as a result of seeing it on that playing card counter than you would be if you were a bridge-fan and a non-book buyer—to walk into the book department and request it.

One can say much about featuring books on bridge, but the important thing is to get these bridge books off your shelves and out where card players can see them.

## Bibliography of Recent Bridge Books

- "Championship Bridge Hands" by Wilbur C. Whitehead. *Stokes*, \$1.50
- "Contract Bridge For All" by Milton C. Work. *Winston*, \$2
- "Contract Bridge" by Harold S. Vanderbilt. *Scribner*, \$2.50
- "Simplified Bridge" by Paul H. Seymoutr. *Reilly & Lee*, \$1
- "Correct Contract Bridge" by Edward V. Shepard. *Doubleday*, \$2
- "Bidding in Contract Bridge" by A. McC. Washburn. *Dodd, Mead*, \$1.50
- "Contract Bridge Standards" by Wilbur C. Whitehead. *Stokes*, \$1.50
- "Contract Bridge of 1930" by Elizabeth C. Boyden and Mrs. Prescott Warren. *Harcourt, Brace*, \$2
- "How's Your Bridge?" by Sidney Lenz and Robert Rendell. *Simon & Schuster*, \$2
- "Bridge Puzzles for Auction and Contract Players" by F. Mathey and H. Hallahan. *Dutton*, \$2
- "Bridge Pointers and Tests" by Milton C. Work. *Winston*, \$1
- "How to Bid Contract Bridge" by Madeleine Kerwin. *G. Howard Watt*, \$1
- "Kelley Bridge" by Ada Campbell Kelley. *John Day*, \$1
- "Feminine Failings" by Mildred Washburn McClean. *Dodd, Mead*, \$1.50
- "Whitehead's Winning Bridge" by Wilbur C. Whitehead. *Stokes*, \$2
- "Bridge for Advanced Players" by R. F. Foster. *Greenberg*, \$2.50
- "Contract" by G. Reith. *John Day*, \$2

# Disarmament in Book Advertising

Lynn Carrick

of Henry Holt & Co.

EVERY so often the naive, and no longer startling, discovery is made that book advertising—for which publishers are paying out such an absurdly high percentage of their gross returns—is hopelessly antiquated and woefully mishandled due, presumably, to the sheer stupidity of the publishers and the incompetency of their ad men. This discovery is made with such regularity that publishers would seem to be singularly obtuse in the face of these periodic exhortations. The latest wholesale indictment of book advertising appeared in the December *Atlantic Bookshelf*, wherein Messrs. Buckner and Hunt plaintively ask, what's to be done

about it? To such depths of despair have they been brought that they feel that books are being bought today *in spite of their advertising* (the italics being their own). The answer is too easy: stop advertising and watch the profits mount. And, incidentally, save the salaries now paid to ad men in some quixotic concession to publishing tradition.

But before accepting the major premise which will cost so many of us our jobs, let's clutch at a few straws which seem to be floating about on the flood of Mr. Buckner's and Mr. Hunt's hearty condemnation. *Morituri salutamus*, as it were. In spite of their scepticism on the point, we are all agreed that the main purpose of book advertising is to sell books. Questions of prestige and of the effect of ad-

vertising upon the trade, upon authors and prospective authors, are important considerations, but the immediate purpose of a book advertisement is to sell the books advertised. How? Ah, there's the rub. There can be no formula for success, for

advertising is a whimsical and elfin thing which cannot be placed in a cage and studied. Anyone who in his novitiate joyously attempts to surprise the golden secret by delving into tomes on advertising will early conclude that, for all the technical jargon and high priestcraft, next to nothing is known. A few rules and a few prohibitions (several of which can be disregarded with good effect upon occasion), and that's about all.

*IN the December Atlantic Bookshelf Robert Buckner and Robert Hunt of Doubleday, Doran gave their candid opinion of certain lacks and archaisms in publishers' advertising. To this arraignment Mr. Carrick rises in defense. It is also promised that George Stevens of Norton, Elmer Ellsworth Jr., of Paul Mathewson Inc., and Aaron Sussman of Charles Denhard and Company will continue the discussion in the Atlantic Bookshelf. As the Editor of that periodical puts it, "Let the battle rage!"*

The perfect ad has never been designed and never will be; and even if it were, who could prove it? All we know is that some advertisements are better than others—often most unaccountably.

Such checks, all too inadequate, as can be applied to determine the effectiveness of given advertising are not often available for publishers except in a most rudimentary form. Book advertising is necessarily kaleidoscopic, and a publishing house is compelled to shift its spotlight constantly. The book clubs, whose problem is quite different, are in a much better position to check their advertising against actual results. For one thing they are soliciting a direct response, undisturbed by trade considerations, and for another they are selling an idea instead of an individual book,

and this idea is repeated year in and year out. But their conclusions, interesting as they are in themselves, probably cannot do more than offer a few suggestions to the publishers; they certainly point no way of escape from his dilemma. If advertising is always the Peter Pan of the business world, it is even more elusive in the publishers' hands than in the national campaigns of Big Business where certain fundamental truths can be relied upon to produce definite results—and go wrong just often enough to send large advertisers into bankruptcy when their psychology angle is slightly askew. For book advertising deals with as formidable an array of imponderables as can be conjured up in even an ad man's nightmare. We're all in the dark, so away with your dogmas, immaculately conceived behind glass doors.

The criticism of the present system of advertising by the authors of the December *Bookshelf* article might be termed a statement of the modernist position as opposed to the fundamentalist. The latter relies mainly upon the traditional title—author—quote type of advertisement, while the former seeks to inject new ideas into book advertising—and more power to it. In fact nothing so irritates the young insurgents as the use of quotes, which they profess to believe indicates a complete lack of imagination and initiative on the publisher's part. But here again we are in a fair way to see set up a new dogma which would view quotations as heretical and worse. Because some publishers have been none too scrupulous in their manner of culling quotes and because some reviewers suffer from congenital hysteria, we are to use no endorsements from presumably disinterested sources. We are to write our own advertisements. And this, mind you, in a day when Big Business has discovered the value of endorsements and is willing to spend huge sums for this form of commercial prostitution. If the public is supposed to go completely ga-ga, when it learns from gorgeously colored posters that Countess Jenny D. Ark uses exclusively the X brand of chewing gum—and it is quite logical to suppose that she didn't offer this testimonial solely out of the fullness of her enthusiasm—are we then to ignore completely the endorsements of the reviewing fraternity who preserve a comparatively

amateur basis and who have some responsibility toward their readers? Are we lacking in imagination and initiative if we sense the value of the responsible critical opinion that is ours for the taking? No, in this regard publishers' advertising has preceded Big Business rather than lagged behind. Perhaps publishers' ad men are not morons after all.

Of course, the culling of quotes is subject to grave abuse and there should be a higher standard of honor among those responsible for publishers' advertising. A few offenders can (and to an extent have) thrown the quotation into bad repute. A confirmed quotation hound can with perseverance lift a favorable adjective from the most flaming philippic. Even when honestly used the quote can be easily overdone; it is often a lazy way of avoiding the mental effort of writing one's own copy. The book reading public is a higher stratum of society than the gum chewers and they can discriminate between "limpidly exquisite" from the *Wichita Flit* and the more temperate approval of some recognized journal of literary opinion. Surely, if a reviewer of wide reputation should state that a certain book is "the best historical novel I have read in years," the publisher would be apathetic indeed if he failed to capitalize his good fortune.

The publisher should be in a position to describe his book more effectively than any one else: he should be able to judge where in its greatest appeal lies. The purpose of a review is not to sell a book but to estimate its value; the object of advertising copy is frankly sales. Where the two can be combined harmoniously in one advertisement we have the ideal situation. When a publisher lifts purely descriptive passages from reviews it would seem to indicate a dearth of imagination. On the other hand when he essays an extravagant appraisal of his book in an attempt to compensate for a lack of favorable critical response on which to draw, it is a confession of weakness, and the sophisticated reader will be suspicious. Mr. Buckner and Mr. Hunt are quite right when they object to the braggadocio of much current advertising. It is neither modest nor effective.

In the excessive use of quotations part of the trouble lies in the mechanical aspect of the situation: where the space limits the



copy to twenty or thirty words it is obviously impossible to tell what the book is about and add an effective endorsement. So a glowing quote is often made to serve—and wisely perhaps. For certainly the day will never come when the human race fails to be impressed by what it conceives to be disinterested opinion.

What suggestions do the insurgents offer? They argue that in a day when advertising has idealized the bathroom, romanticized the kitchen, and apotheosized the electric ice-box and the washing machine, it is high time that publishers realize the full possibilities of their inherently appealing product, a product that offers vastly greater opportunities for stirring the imagination than any of these. And there is much to be said for this view. The danger of course lies in going to the other extreme. Let us examine the example of the New Advertising offered by Mr. Buckner and Mr. Hunt. It dramatizes an attractive young woman's visit to a bookshop to purchase a book, a certain passage from which has reminded her of a past experience. At the bottom of the ad is the name and title. The thing is well executed technically and the copy is above reproach. But the weakness of this type of advertising is that it lacks exclusiveness: almost any book could have been inserted at the bottom of the space with equal effect. Now the force of "the-best-historical-novel-I-have-read-in-years" ad is that it can refer to only one book. The-lady-entering-bookstore-with-stirred-emotions idea can be worked ad infinitum on just any old book. Advertising that is well designed and well written is not necessarily good advertising. It was only a few years ago that the advertising profession was almost unanimous in its opinion that Mr. Jordan was writing the best automobile advertising in the country. He was dramatizing the automobile, making it live not as a piece of mechanism but for what it could do: romance and limitless possibilities—the girl and the boy and the open road and a Jordan Playboy, you remember. The catch was in that last sequence: wouldn't a Buick or a Chevrolet or a Dodge have done just as well? I fear so, for Jordan has remained one of the less successful companies in spite of the admittedly brilliant advertising copy written by its president.

I have yet to be convinced of the efficacy of the "human interest" advertisement except for books of a definite type. (Consider again the lady-with-stirred-memory advertisement: to what class of people will the book appeal?—Only veiled young women who have once given a China shepherdess to a blond young man? No, indeed. The book is by Frank Swinnerton and has been called his best novel by Arnold Bennett and H. G. Wells. News value right there! The ad, for all its implied drama, seems a bit like drawing up the heavy artillery to slay a sparrow, while the herd of elephants passes by unmolested.) But don't misunderstand: I am not trying to imply that these new angles in book advertising are all wrong and that a bombardment of quotes is the only correct form. Far from it. My purpose is to try to demonstrate that there is no one formula which will provide a panacea for our ills and to suggest that the harassed and much abused ad men are doing a passable job under far from ideal circumstances. This very difference of opinion is a healthy sign; it is probable that the effect of our advertising is heightened by the fact that we try to reach the same goal by different roads. (Even a pretty ad might be a smart trick once in a while, Mr. Sussman.) In certain cases excerpts from the book itself can be used to good effect, but far from being a new idea this is an old stunt of the Oxford University Press. This type of advertising lends itself particularly well to the autobiographical school of fiction, which has recently descended upon us, where scarlet passages can be used as bait. Here, oddly enough, we have just the reverse of the Boston censorship, and if a book ought not to be judged on an isolated passage, it is perhaps in questionable taste whether it should be sold by quoting a lurid paragraph. But the "sample" idea is a sound one and has been used in many industries. The best advertising in the new manner is of course that of Simon and Schuster; they have evolved a formula that works very well for a certain type of book (preferably non-competitive). But if the book isn't their type, the formula falls very, very flat. They seem, however, to be able to judge remarkably well as to just what is their type of book. It is only fair to state that a lot of ad men could make a better

showing if their books were selected largely with regard to their advertising potentialities.

All this criticism so often levelled at book advertising is entirely concerned with surface problems; it is subjective rather than objective. It has scarcely hinted at the real problem which is at the back of most of our advertising worries. The general inflation of business conditions in the country today is amply reflected in publishing and one of the most prominent manifestations is the inflated state of book advertising. Look at the ads in the metropolitan press: how many of the books do you suppose actually warrant the expenditure? Notice the titles advertised in two and three column space: how can it be justified, when you know what that space represents in hard cash and when you can make a shrewd guess at the sales possibilities of the books?

Let us imagine a room full of people conversing together in a normal tone of voice. Gradually they raise their voices until one must shout to be heard at all. Then as the uproar increases a megaphone becomes necessary. Isn't that like the present state of book advertising? Would book sales fall off to any appreciable extent if it were possible for all publishers to agree to cut their advertising in half? The amount of money publishers spend today for advertising is entirely out of proportion to the returns. Consider the *Literary Supplement* of the *London Times*: the advertising of the English publishers is scaled down to a small percentage of that of American publishers in the *New York Times Book Review*. Full page advertisements in the *Times Supplement* are extremely rare and generally appear only around Christmas. We are in the habit of laughing at English book advertisements, but they can at least teach us restraint and a sense of proportion.

If the present tendency in our advertising continues, it will be only a question of time until American publishers will consider publishing a book only if they feel that it can be made a best seller. The day of publishing as we now know it will be gone. A new

author will be launched through a nationwide advertising barrage, complete with radio hookup and news reel releases, and his name will become a household word throughout the length and breadth of these fair states to the tune of a theme song. What of the book which a publisher now adds to his list because he hopes that with luck he can sell two or three thousand copies, publishes because it will add prestige to his name, or encourage a promising new author or, best of all, just because he likes it? The answer to that question is another: what can be done for a book today with an advertising appropriation of \$250 or \$500? Figure it out.

Perhaps the only answer to all this is to await patiently the general deflation of the country, when true values will reassert themselves. The present inflated values are twofold: (1) Advertising space is not worth to publishers what is charged for it, and (2) publishers are taking space which is unreasonable considered in the light of their needs. English publishers, who incidentally also complain of the high cost of advertising, seem to do very well on a fraction of the space. True they do not regiment the customers into demanding the same book at the same time, but figures show that more and better books are bought in England than in America, figuring on a per capita basis. In the matter of types, too, aren't we in many cases using siege guns where light artillery would do as well? Present display types have about reached their limit in size and blackness, and their effect is to a large extent dissipated because everyone is using them. Do more people buy books because of larger and blacker type? I doubt it. The yellow press has been using scare heads for years, but *The New York Times* is still functioning. The class of people who buy books could be reached equally satisfactorily in more modest ads. Then, too, couldn't something be done to reach an agreement as to when a quote is a quote and when it's a downright lie? All in all, how about a little disarmament in this kaleidoscopic phantasmagoria which is current book advertising?

# Personality in Publicity

III

Dale Warren

*of Houghton Mifflin and Co.*

Dorothy Foster Gilman

MR. WARREN'S publicity technique has been of particular interest to me because he has been for several years remarkably skilful and persistent in calling my attention to Houghton Mifflin books. I sometimes feel as if he might resemble those famous Greek captains, voting, each one of them, for himself first and Themistocles second. He has sent out much excellent publicity material in spite of the fact that many of the authors on the Houghton Mifflin lists do not lend themselves readily even to the most conservative forms of self advertisement. Mr. Warren knows his own authors well and he also has studied the work of nearly all the writers commanding attention today. He is assiduous, painstaking and appreciative of good writing. If he wants to call attention to something that might easily develop into an article rather than a brief book news paragraph he sends personal letters to editors and writes many acceptable articles himself. I do not feel that a sound newspaper ought to accept an article written by the publicity department of a publishing house praising even with discretion any author on the list of that publishing house! To have such articles appear in the literary department of any newspaper is, however, a triumph for the publicity man who persuades the editor to accept his contribution. Mr. Warren is admirably fitted to deal with authors. For he seems to have a talent for persuasion and also he likes people. I think it of essential importance



*Dale Warren*

in publicity work for the man or woman, therein engaged, to have an enthusiasm for human nature. Dale Warren likes to analyze men and women he meets. He is quickly appreciative of an interesting mind or of a dramatic personality. When he

reads a book of importance he gets out of it far more than most of the men and women who buy the books we publish. People, as well as the books of which they are guilty, are continually exciting to him. That means force and color in the publicity which he writes. He is not in the least bored by drum beating. He is excellent at that exercise himself. I feel sure that Dale Warren's present success is but a means toward wider fields. He lacks newspaper training so he does not always understand the values of space

and time in his publicity sheets. I never felt when I started to open the Houghton Mifflin book news that it was all certain to be worth reading. But I took pains to read it carefully lest I miss some important item.

It seems to me that Mr. Warren's contribution to the many sheets of publicity offered to book departments each week lies in his own talent for making copy of everything, regardless of its conventional news value. Later he may be able to condense his material a little. (Ruth Raphael might be able to explain this to him.) Yet his writing mirrors the resourcefulness of his temperament and his relations with authors and editors prove the indispensability of the social equation.

*The next article in Miss Gilman's series will have Ruth Raphael as its subject*



# Forthcoming Continental Novels

Jeannette Roman

IT would be hard to find a group of books more representative of the modern tendencies in literature and more expressive of all phases of modern thought than the forty or fifty continental novels that are to be published in this country this spring. First

among them is the latest publication of the *Double Day, Doran Company* in the Griffin Series called "The Love of Jeanne Ney" by the Russian poet and novelist, Ilya Ehrenbourg. Exhibiting at the tender age of thirteen the capacity to fight and suffer

for his revolutionary ideals, Ehrenbourg experienced early the hardships of the revolution, including imprisonment for months at a time and followed by eight years of exile in Paris. Even on his return to Russia the anti-Semitic tendency of the Whites gave him no peace, causing him to leave his country in 1921, although it was then under a government which he had put forth all his effort to bring into power. It is, therefore, from his own varied experience that he is able to draw such clear-cut, strong characters in his moving and yet terrible love story of the Russian Revolution.

Among those who record in their novels some vital experience of their own we find that the authors of war books predominate. This season again the war, as an experience in itself, as a background for romance and adventure, and as an object of satire furnishes ample material for the novelist. "The Anvil," by Gustav Frenssen, "Loretto" by Max Heinz, and "The Cross Bearers" by A. M. Frey, all three Germans, are novels in a more or less chronicle form. Gustav Frenssen, well-known in Germany as the author of "Jörn Uhl," is the son of a cobbler. Having be-

come through his education at the universities of Berlin, Tübingen, and Kiel, Doctor of Theology, he now writes in "The Anvil" his own autobiography. It is a tremendous work of thirteen hundred pages covering the whole period of the

war, including the great retreat. It is told in the first person by a thoroughly human individual who displays a keen knowledge of men and life to the smallest detail of character and incident. Max Heinz describes the same period, but from the point of view of a university

man. Born in Menselwitz and educated at some of Germany's most important universities, he joined the army at twenty-three years of age entering the regiment which throughout the war sustained the most losses. A. M. Frey also had a university career studying philosophy and law at Heidelberg and Freiburg. Having published a volume of short stories in 1913 and his first novel "Solneman the Invisible" in 1914, he entered the war, joining the medical staff. He was incapacitated for a time after the war, and all his subsequent work was not done until after 1819. "The Cross Bearers" is significant for his career because here, very much influenced by his experience at the front, he turns from his former fantastic tales to realism of the most poignant sort.

There are two other books which are of war experience although the setting is far away from the front. One is by the Hungarian, Ferenc Imrey, professor at the Budapest School of Applied Arts, who relates in "Through the Blood and Ice" his prison experience in Siberia during the war. The other, "On Virgin Soil" by Balder Olden is an account of how the war was carried on in German East

*MISS ROMAN has grouped various combinations of forthcoming novels so that the bookseller whose customer likes one or two of these new European novels may more easily find others to recommend. She has also given brief biographical notes on many less known authors.*



*A Design for Balder Olden's  
"On Virgin Soil," Macaulay*

Africa. Born in Zwickau, Germany, Balder Olden spent a good part of his life in wanderings which took him through such adventurous districts. He has written ten novels of which this one is the first to be translated into English.

Jacques Deval, a Frenchman and Jaroslav Hasek, a Czecho-slovakian add a livelier note to this year's stock of war novels by treating the subject from a humorous point of view. Jacques Deval was born in Paris, but spent his youth in England until he was ready to complete his education at the University of Paris. His comedies are well known in France, and he is beloved as the producer of "French gaiety of the best sort and in the finest spirit." "Wooden Swords," his latest work and first novel is an amusing picture of how the war was carried on behind the front lines with such implements as were at the command of the service of supplies. But whereas the Frenchman presents only one humorous phase of the war, Jaroslav Hasek in the adventures of "The Good Soldier Schweik" discloses all the futility and red tape of the war, so that his novel becomes a skilful satire on war in general.

Hand in hand with these stories out of the writer's experience is almost an equal number of books in which the authors, perhaps in an escape from their own experience, choose their material out of an historical setting which may dominate the plot or be used merely as background. Two Russians make use of such historical material. One is Jabotinsky, known also as the "Jewish D'Annunzio" who in his "Judge and Fool" tells the story of Samson and Delilah. Born in Russia, captain in the British army in the world war and leader of the Jewish Legion in the cap-

ture of Jerusalem under Allenby, he would seem to have been more of a man of action than a literary genius. But from his earliest youth in Russia he contributed to various periodicals and has for the last two years been making his home in Palestine, acting as editor of a Palestine daily and of a Russian and Yiddish weekly in Paris. The other, Nazhevin, who has also been publishing since his youth, is represented in this historical series by his novel, "A Certain Jesus." His varied experiences in the higher classes of society as well as with the peasants, and his acquaintance with Tolstoi must have influenced him in the writing of this story of which the main characteristic is its human quality. He took part in the revolution of 1906 after which he was forced, like so many others, to flee to western Europe.

"Brother Luther" is an impressive and colorful picture of Germany at the time of the Reformation. Walter von Molo, the author, comes from an old and noble family. An engineer by profession until 1913, he has since then achieved such literary distinction as to become in 1928 president of the German Academy of Letters, an organization to which thirty of the most prominent German writers belong. Felix Salten, best known, perhaps, as the author of "Bambi," is publishing this year in English his charming story of a man whose wish to go to Italy was granted on the condition of his having to become every other day the dog that followed the Duke's carriage on the way, hence, "The Hound of Florence." Salten went to school in Vienna and has since been occupied with secretarial and critical work on newspapers, but has lately given up all editorial connections. Out of the past we have, finally, Timmermans' "Droll Peter," a reconstruction of the life of Pieter Breughel, the famous Flemish painter. Timmermans himself is known as both writer and painter and is thus peculiarly fit to handle his subject. He was born in Belgium and still lives there, but writes in Flemish which is very much like the Dutch. He has written plays, short stories and novels, among the best known of which is "Pallieter" (1916).

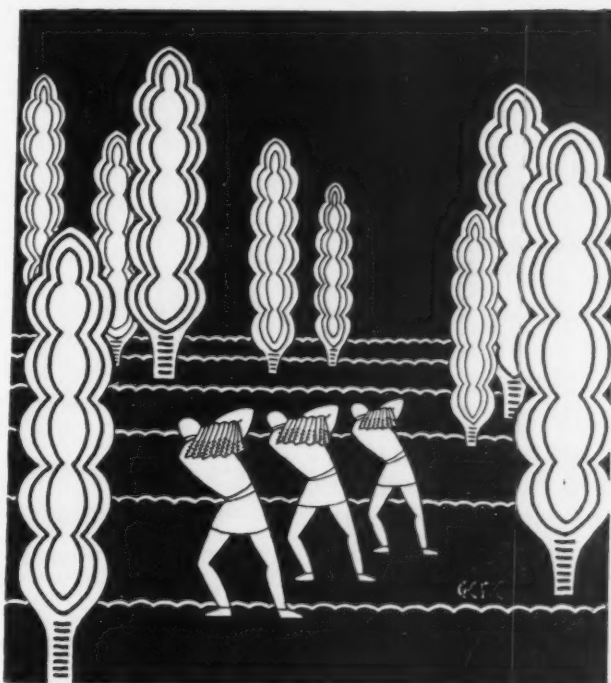
The latest psychological and philosophical novels of the Germans, Thomas Mann and Heinrich Mann, and of the Frenchman,

André Gide, are being published this year. These are men whose reputations were made before the war and who are too well known to be discussed in this survey. Thomas Mann, the winner of the Nobel Prize of 1929, gives us in "Early Sorrow" an intimate and charming picture of his own family. His classical detached way of writing is diametrically opposed to the expressionistic style of his brother Heinrich Mann who is best known in Germany for his trilogy of novels socialistic in tendency, and who is here represented by "The Royal Woman." André Gide in "The Immoralist" shows again as in many of his previous works the acute distress of the modern conscience.

Another well-known figure in modern French literature is Jean Cocteau. Although he is deeply immersed in and constantly in touch with modern movements, the ballet, painting and poetry, he is still capable of the clarity which makes the old school gratifying. In "Les Enfants Terribles" he presents us with the problem of two completely self-centered and secluded lives confronted by the overwhelming resistance of fate.

Equally psychological, although in a different way is Clara Viebig's "The Woman With a Thousand Children." Along with Fritz von Unruh, Goerig, and Ernst Toller, she belongs to that group of writers whose works are typical of the period from 1914 to 1923. She differs from these, however, in that she confines herself to one problem, that of the women, and especially the mothers. Her simply drawn, yet remarkably typical characters remind one of the etchings of Käthe Kollwitz. "Jugend," by W. E. Süsskind, a novel of the youth movement, reflects the inflation period of this same post-war Germany.

The Scandinavian literature is noticeable again this year for its absolute realism. Less affected by the war than the people of any other part of the Continent, the authors of Norway, Sweden, and Denmark are now the first to take a renewed interest in their own land and people, achieving as a result a new simplicity and directness of expression. Johan Falkenberget and Olav Duun of Norway and Hjalmar Söderberg of Sweden, all show this love of the soil and a delight in the poetry and customs of the North Lands. Of these



*Jacket design for Ferenc Móra's "Song of the Wheatfields," an example of modern Hungarian literature, which Brewer and Warren will publish in May*

three most is known about Johan Falkenberget. Born in North Central Norway in 1879, the son of a miner, he was himself set to work in the mines as soon as possible. All his education, therefore, he acquired by himself. In 1906 he became editor of a socialist paper, after which he was able to go to Christiania to write. But with a characteristic deep attachment to the people of his home he returned to live among them and continue his writing there. "Lisbeth of Jarnfjeld" is a tragic love story which takes place in the mountains of Norway. "The Trough of the Wave" by Duun is the first part of a six-volume saga which is to be called "The People of Juvik" and which is to recount the history of a great rural family from antiquity to modern times. The author, though as yet not well known on this continent, is beloved in his own country and sponsored by the famous Sigrid Undset. Hjalmar Söderberg, known as the "Anatole France of Sweden," draws an equally loving picture of his home lands in "Martin Birck's Youth" where he gives an account of his own childhood.

Ferenc Móra, although not a Scandinavian, inherits from his peasant Hun-



garian ancestors the same keen interest in writing books about life close to the soil. Unlike the northerners, however, he does not in his novel, "The Song of the Wheat-fields," give himself up to love for that which he is depicting, but regards this peasant life from a keenly critical and at times humorous point of view.

Against this epic quality of the North Lands it is all the more interesting to watch different continental, more sophisticated efforts towards truth of depiction by way of modernism. What all these authors seem to have in common is, through travels and professional connections, a more varied experience with society than the poets and novelists of the north. Orio Vergani, an Italian, the author of "Poor Nigger," was born in Milan and became associated at an early date with the large paper, *Corriere della Serra* for which he traveled through Europe, Asia, and Africa, occupied at the same time with various translations and with the publication of his own writings. Lately he has become the manager of Pirandello's theater in Rome. His love of sports in his youth, and his experience as boxing arbitrator has enabled him to write this latest story of a prize fighter, a child of nature who becomes crushed by civilization.

Among the modern writers of the continent one could find few more different from one another than the four Frenchmen, Jean Richard Bloch, André Chamson, Charles Pettit, and Raymond Radiguet. Bloch, known equally well as a novelist, essayist, and dramatist, has distinguished himself also as a political writer. Not the least significant in his brilliant literary career is his latest work "—And Co.," which relates with remarkable keenness of perception and occasional ironic treatment the industrial and racial problems of three generations of a French-Jewish family.

André Chamson is noteworthy for the success with which he seems to be leading a double life. Born in the Cevennes Mountains in S. E. France, he spent his boyhood there going on at a later date to Paris where he made his political career, first in

the Briand Cabinet and later as legal secretary to the Chamber of Deputies. But even in his political duties his love for the mountains remains. And it is there that he obtains the inspiration necessary for such novels as "Roux the Bandit," 1925, "The Road," 1927, and now for his latest work, "The Crime of the Just." The life of Charles Pettit, author of the "Petal

of the Rose," seems to be characterized chiefly by adventure. After his military training he went to China, then back to France, and turned to journalism. Then he threw himself with equal zeal into the revolutionary wars in Peking in 1912, the Balkan Wars, the World War, where he won the medal of the Legion of Honor, and finally into the Russian Revolution. After a short trip back to the East, which provides the setting of this novel, he is now leading a semi-retired life on the Seine in a houseboat built on the lines of a Viking vessel. The most modern, perhaps, and interesting of these Frenchmen is the young Raymond Radiguet, author of "The Count's Ball." Before his twentieth year he wrote two novels which showed such maturity that it makes one wonder what this genius would have developed into had he lived. He died, however, at the age of twenty-one before his last novel had been published in France. He is modern in a new way, in that he has consciously freed himself of all the "—isms" that pervade the style of the modern writer.

It is Panait Istrati, however, who has thrown aside all classifications, even to that of admitting that he is a man of letters.



A chapter head illustration for "The Good Soldier: Schweik" by Jaroslav Hasek, Griffin Series, Doubleday, Doran

Born in 1884 in Brada of a Greek father and a Roumanian mother, he spent the first part of his life "on the road" through the Balkans, Asia Minor, Egypt, Switzerland, Germany, and Austria, finding such work to do as the translation of the French classics. Thus his first books, published in 1924 were in French. In his latest novel, "The Thistles of the Baragan," which is about Roumanian agrarian life,

and is dedicated to the Roumanian people, he displays his genius as a "born raconteur." The most important thing to him is sympathy with his fellow men and liberty.

Out of such a feeling of sympathy for one's fellow men or of yearning for liberty this modern literature has been created. Wherever the two impulses have been combined the work has been most successful.

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# THE Publishers' Weekly

The American BOOK TRADE JOURNAL

Founded by F. Leyboldt

EDITORS

R. R. BOWKER F. G. MELCHER

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February 8, 1930

*I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.*

—BACON.

## Bridge Books

IN the general classification of books on hobbies there is probably no more active line in the bookseller's stock than his volumes on bridge. Even the old time devotees of whist would hardly have foretold that the public would have taken to a card game with such extraordinary enthusiasm, and every few years the game goes through some evolution that requires its followers to learn new rules and new technique. Newspapers and magazines give the dealer some indication of how widespread this interest can be. One sees men doing bridge problems in the cars and turning on reports from broadcasting stations for the comments from experts. The article by Miss Leigh in this number of the *Weekly* may suggest to many of our readers how they can turn this very popular interest into plus sales for the bookshop.

## Making It Easy

WE are often convinced that the most important thing before the book-trade is to develop plans for *making it easy to buy books*. The impulse to read was never stronger. Our popular educational system is developing a love of books as well as practice in the use of books. Libraries under roofs and on wheels spread the gospel to the general

public. There have been numerous evidences of the increase in building home libraries, in spite of the theory that smaller rooms might tend to discourage this pleasant habit. But the impulse to buy a book and the chance to buy it are still too widely separated.

The time was when a bookstore kept its books in fixed rows behind counters classified by publishers. Nothing could have been less useable for the average book buyer. Today the shelves are open to easy approach, but sometimes they are none too well lighted and lack signs to indicate what the shelves contain. The time was when the counters were storage places with stacks of books of similar character, month after month. Now they are changed and enlivened with signs to make shopping easy. The time was when the bookseller paid little attention to mail-order promotion except when he sent out bargain lists or remainder catalogs, but today there are few booksellers who do not send out a monthly catalog and keep some index of their customers' needs. Booksellers have not only gone out of their community through the mail but through their personal service exhibits, lectures, etc., have made an effort to make their stores part of the community.

There is still need, we believe, of further analysis of how the public wants its books served up. Not only must the bookstore stock be well classified and plainly marked, but it must be selected with the reading interest of the town definitely in mind and with price ranges that would coax as many groups of people as possible. There must be some stores, too, that are open after six o'clock in centers where traffic is heavy at that time, and new efforts must be made so that every window will count. Each passerby should be made to feel that there is something in a bookstore for him. The selling of books in drug stores and newsstands has not hurt the sale of books at general stores, because such shops cannot carry a full stock and they fail to meet the needs of the bookloving person. Any community, to be well served, must have all types of book service just as they have all kinds of restaurants. The community needs the general stock of a bookstore or department store, if the city is large enough, and the



special service of a small personal bookshop; it needs a second-hand bookshop and many bookstalls and drug stores where the popular books are sold. The impulse to read is with us and we are a prosperous people, but the booksellers program must be to make it easy to buy.

### Fifty Books Show Opens

ON Tuesday of last week the American Institute of Graphic Arts put on display in the exhibit room of the main floor of the New York Public Library this year's selection of Fifty Books, and the attention paid to the exhibit and the comments in the press give a clear indication that the Institute's campaign for eight years to increase the public's interest in better bookmaking is having its effect. After a month's display in New York, the exhibit will go on a tour of the country, and at each place where it is shown there will be a lecture on bookmaking and catalogs available giving detailed description of the books. The list of the titles selected this year was printed in the *Publishers' Weekly* of January 4th.

But more important than the effect of this effort on the sale of specific titles is the general leavening effect of the annual competition on the whole field of book interest. The Institute did not stop in its plans at merely selecting books, thus giving encouragement by competition to designers, but it has adhered to the avowed objects of the Institute, that is, "to stimulate public taste by schools, exhibits, lectures and printed matter, promote the higher education of these arts, and generally to do all things which will raise the standard and aid the extension and development toward perfection of the graphic arts in the United States."

An interesting part of the program of the opening meeting was the award of the Gold Medal of the Institute to Henry W. Kent, secretary of the Metropolitan Museum of Art, who has through a generation done so much to give stimulus to artists and printers and to mould the public taste in printing along the best lines. Mr. Kent's influence in this country has been akin to that of Emery Walker in England, who has recently been knighted by King George. Mr. Kent, not himself a printer and designer, has been the understanding



*The new Home Library poster by Paul Honoré, being used by the N.A.B.P. along with a pamphlet "Planning Attractive Bookshelves" and the announcement of the Home Library Contest arranged with the Federation of Women's Clubs*

and sympathetic counsellor to American designers from DeVinne and Gillis, Updike and Rogers to Rollins, Wood, Silve, and others.

### The Shelfless Library

SOME years ago a newspaper editor started the idea of a Shelfless Library. Into books that he especially admired he pasted a label stating that the book was one that was intended to be kept on the reading table until it had been read and then passed on to another reader. In that way he sent book after book out into circulation, each person who received one feeling obliged to pass it on to still another reader. His own selections were so good that many people felt the inspiration of his personality and ideals expressed through current books.

The recent death of Dr. W. P. Baker, editor of the *Syracuse Post Standard*, brought this idea of his freshly to mind, an idea that deserves perpetuation among other book lovers and leaders.



## A Million-Dollar Campaign

Dal Hitchcock

A MILLION-dollar advertising and publicity campaign that will help sell books is in full swing. The only requirement of the bookseller is that he get aboard; the "Plant Your Home" campaign will sell his garden books for him. Along with this, the National Yard & Garden Contest will interest every community in the country, and the two things will sell more garden books for the bookseller who capitalizes the publicity than he has ever dreamed of selling.

The million-dollar "It's Not a Home Until It's Planted" publicity campaign that is now being launched through the larger national periodicals by the American Association of Nurserymen, began with a full page in color in the *Ladies' Home Journal* for January. Under the illustration of a summer garden was the caption, "The Vogue for the Outdoor Living Room Sweeps the Nation," and the campaign will make its own prophecy come true. The January ads were followed in February with another color page in the same magazine and the back cover of the *American Home Magazine*. During the spring, ads will appear in *McCall's*, *Country Gentleman*, *Farmer's Wife*, *Good Housekeeping*, *Better Homes & Gardens*, *Garden & Home*, *House & Garden* and *Saturday Evening Post*. This brings the total circulation to about fifty million.

The campaign is, of course, a cooperative effort by the nurserymen to increase the popularity of landscape gardening.

They have started the huge job of creating a national fad for "the outdoor living room." To realize that it can and has been done, one only has to remember what the florists did with "Say it with flowers." Very few campaigns of this sort have failed if they had money behind them. In this "Plant Your Home" drive, every outside influence, which can be anticipated (and outside influences determine the fate of propaganda) seems to be favorable. It enlists personal pride in one's home; civic pride will win community support and already the National Farm Bureau is behind a national program sponsoring the movement. In short there is going to be more interest in beautifying grounds this spring than ever before, because there is real propaganda behind it.

From the standpoint of the bookseller it comes down to this; hundreds of people are going to be following a fad about which they know practically nothing, just as when the fad for modern design in interior decorating hit the country and sold hundreds of titles. Landscaping is about to become the topic of smart conversation, with the result that garden books should sell as never before. What has happened to the inside of the American home is about to take place all over again in the back yard.

The advertising campaign will serve as background for the National Yard & Garden Contest and the local competitions. "The Outdoor Living Room" stressed in the Nurserymen's campaign is being taken

"IT'S NOT A HOME UNTIL IT'S PLANTED"



## *The Vogue for the* **OUTDOOR LIVING ROOM** *sweeps the nation*

**T**HE Outdoor Living Room has arrived! Everywhere—in city, village and country—the old-fashioned "back-yard" is disappearing. In its place appears a beautiful outdoor living room.

Seldom has there been a movement which so deeply affects the happiness and welfare of all—and seldom one so easily obtainable. For the creation of a beautiful outdoor living room is a simple matter and need not be expensive. Moreover, unlike a room within the house, it increases in beauty and value each year.

Plan it as you would a room indoors. Let grass provide a soft, velvety carpet of green—plant trees, shrubs and ever-

greens to give privacy and screen unsightly views—add color and fragrance by means of hardy flowers. Do this and you have a modern outdoor living room—a place of beauty, rest and contentment with never-ending appeal to each member of the family.

Here, in privacy, you may enjoy yourself to your heart's content among the flowers and shrubbery. Here the children may play in safety, free from the dangers of the street. And here the men may rest and relax at the end of the day.

Plan your Outdoor Living Room now! Write or consult your nurseryman or his representative. Any nurseryman displaying the insignia in the coupon at the bottom of this page will gladly help you beautify your grounds.



### *These Two* **Books Will Help You** *Beautify Your Grounds*

"How To Plant The Home Grounds" was edited by "Chimes" (E. H. Weston), horticulturist of the Arnold Arboretum. It pictures and describes modern ways to beautify your grounds. Sent FREE.

"How To Make An Outdoor Living Room" gives specific directions for planning and planting an outdoor living room. Sent 25c.



NATIONAL HOME PLANTING BUREAU  
433 Union Bank Bldg., Des Moines, Iowa

FREE ☐ "How To Plant The Home Grounds" Name \_\_\_\_\_

Send 25c ☐ "How To Make An Outdoor Living Room" Address \_\_\_\_\_

NATIONAL HOME PLANTING BUREAU  
Sponsored by the American Association of Nurserymen

*The full-page color ad which appeared in the January Ladies' Home Journal stressing the new vogue for the outdoor living room. The text suggests that the back yard is becoming a thing of the past, with the outdoor living room taking its place, and leaves with the reader the idea of "Plant this spring and enjoy the yard this summer."*





*This window display of this store in Cape May, N. J., illustrates how even small-town bookstores may profitably take advantage of local flower shows to feature garden books*

up by the National Contest Committee and used in its spring literature. This is where the bookseller can reap his harvest. The booklets which are being distributed by the American Association of Nurserymen serve only as a suggestion of the possibilities for the back yard.

The outdoor living room is not a new idea, and in certain communities garden contests have been conducted with remarkable success for years, but never before has a powerful advertising campaign been behind the idea. The Yard & Garden Contest Association is taking up the slogan of the nurserymen's advertising, and the "Outdoor Living Room" bids fair to become a National institution. The contest association is anxious to follow up with direct cooperation in the community what the advertising campaign is doing indirectly throughout the nation.

A leader is wanted for every community who will sponsor a local Yard & Garden Contest. The local nurseryman has probably started plans for his community, but the bookseller is by no means eliminated, for so much the better if the two business men can cooperate. If there is no nursery-

man, the campaign offers business-getting opportunities to no one as it does the bookseller if he will just suggest the idea to his community and see that some live group really gets the contest under way. The nurseryman and the bookseller will be putting dollars into each others' pockets this spring. This campaign can be capitalized in every community, and the bookseller should be among those to profit by it.

For many localities the most effective results will be obtained through cooperation with civic groups or leading citizens who will take over the Yard & Garden contest as a civic enterprise. The organizations and individuals who are willing to cooperate in a civic undertaking of this kind are countless: Chambers of Commerce, Rotary Clubs, Kiwanis, Lions, Women's Clubs or any local organization which sponsors community interests. In fact, as soon as these organizations learn what is going on there will probably be a scramble for leadership. The bookstore can be the center of community interest this spring as easily as any other institution of the town or city.

A little strategy will turn the trick that will put the bookshop in the middle of the show. The bookseller who presents the idea to his community immediately assumes a position of leadership in a program that is going to be the center of community interest for the next five months. An influential committee can be chosen from the group to which the idea is presented, and in no time the contest is taking care of itself. Now, how to keep the bookstore as the center of interest.

The National Contest Committee will care for this. Certain supplies are necessary and publicity material to advertise the contest in the community. Everything will be supplied to those in charge of local contests from the offices of the Yard & Garden Contest Association, 111 East Third Street, Davenport, Iowa. There are really attractive window cards, news releases and cartoons for the local newspaper, (Never yet has a local paper failed to give its support to a civic improvement drive) entry blanks to be distributed from the bookstore, a prepared lecture with slides which can be delivered by some prominent



citizen if the bookseller has difficulty with his knees on such occasions, handsomely engraved awards of merit to supplement the prizes and entry into the National contest which offers prizes of real value. This "Plant Your Home" drive is really big, and there is no reason why the bookseller should not be benefited.

It seems almost foolish to point out directly the way in which this is going to sell garden books. Window displays featuring the local contest and calling attention to the national advertising can be built around books. A table of books can be dressed with the contest publicity and be the dispensing point for entry blanks and information. All during the spring and early summer people will be forming the habit of calling at the bookstore. Right now, the contest and advertising will sell garden books, but when the garden is closed up for the winter, dozens of people who may be only vaguely aware that there is a bookshop in their city will have the habit of finding their way to this center of community life and will know their bookseller personally.

## In the Bookmarket



*Sophia Cleugh*

SOPHIA CLEUGH, whose five novels, "Matilda, Governess of the English," "Ernestine Sophie," "Spring," etc., have been published by *Macmillan*, makes her debut on the *Houghton Mifflin* list this spring with a new novel, "Song-Bird,"

the romance of a Spanish opera singer. Mrs. Cleugh, who is an Englishwoman, has spent much time in this country traveling with her husband, the late Dennis Cleugh. Mrs. Cleugh is spending the winter in the Isle of Wight, but plans to come to this country in April or May to fill a number of speaking engagements. ❀ ❀ ❀ Another

well-known author just appearing on the *Houghton* list with a novel, "The Days of Her Life" is Wallace Irwin, whose books were previously published by *Doubleday*, *Doran* and *Putnam*. The scene of the story begins in Colorado and ends in the San Francisco of the '90's, the background being drawn from the author's own experience before he finally settled in New York. ❀ ❀ ❀

H. M. Tomlinson, author of "All Our Yesterdays," *Harper*, upon arriving for a visit in this country, disposed of all his many invitations to do this, that or the other thing, by issuing a blanket refusal. However on Thursday, the 13th, he made one exception and became the guest of honor at a tea given by Elizabeth Drew in her bookshop in E. 60th St. In several weeks Miss Drew is to become



the daughter-in-law of the novelist. Young Tomlinson met Miss Drew when he was in the Sales Department of Harper's. ❀ ❀ ❀

The author of the recently published "Escape," Francesco Nitti, has been sentenced in absentia to five years' imprisonment and a fine of 25,000 lira by the Court at Massina. The sentence was imposed as a result of Nitti's break from the Fascist prison on Lipari in July 1929 when he and two companions made a sensational escape to France. "Escape" just published by Putnam's is the story of the author's experiences on the famous prison island and of his break for freedom. ❀ ❀ ❀

Last week a marble tablet was placed on the old building at 17 Rue Visconti, Paris, marking the site of a press that failed a hundred years ago. Here Balzac ran a printing establishment between 1826 and 1828, a time when he was writing several of his books that are most famous today. ❀ ❀ ❀

Hugh Walpole and Thornton Wilder furnish the literary event of the season by debating at the Selwyn Theatre on Sunday evening, February 16th, at eight-thirty. The subject of the debate: Resolved: That reading great fiction and drama throws a better light on experience than reading great history and biography. Mr. Walpole will take the affirmative. ❀ ❀ ❀

Thomas Wolfe, author of "Look Homeward, Angel," has resigned from the faculty of New York University, and is at work on a second novel. Mr. Wolfe taught freshman composition and poetry at the Washington Square branch of N. Y. U. His second novel will be entitled "October Fair" and will be published by Scribner. ❀ ❀ ❀

Three of the most important books on the Harper list will be published on February 19th: "The 42nd Parallel," the first novel in three years by John Dos Passos, "Closing Hour," Norah Hoult's first novel, and "Emily Dickinson: The Human Background of Her Poetry," by Josephine Pollitt. Joseph Auslander, who has read Miss Pollitt's biography in galleys, calls it a spiritual experience and a radiant adventure. Miss Pollitt has found new material out of which she has been able to reconstruct the long mysterious love affair which figured so powerfully in Emily



Osbert Sitwell

author of "The Man Who Lost Himself,"  
to be published by Coward-McCann on  
February 21st

Dickinson's life, an affair about which there has been so much merciless speculation and gossip. The facts here brought to light have never before been available. ❀ ❀ ❀ This year marks the hundredth anniversary of Emily Dickinson's birthday, on December 11. Two other new volumes which deal with the life of the poetess are "The Double Life of Emily Dickinson," by Genevieve Taggart, on the Knopf spring list, a book also containing new material never before made public, and a new edition of Martha Dickinson Bianchi's "Life and Letters of Emily Dickinson," just reissued by Houghton Mifflin. ❀ ❀ ❀

Blair Niles and Harry Hervey are the co-authors of a play based on "Condemned to Devil's Island" Mrs. Niles' story of the tropic prison. Mr. Hervey is the author of "Congai" in which Helen Mencken played last season. "If God Made the World" is the probable title of the new play. ❀ ❀ ❀



# Philadelphia Booktrade News

Joseph E. Molloy  
*of the Philadelphia Inquirer*

**M**ID-JANUARY finds your wide-awake bookman dashing back and forth between the annual "hurt book" sales at the various department stores, Wanamaker's, Strawbridge and Clothier's, Snellenburg's, and Gimbel's, and also at Jacob's Book Store. The window display for this event at the last-named shop,—a huge packing-case turned on end, with books of all kinds bursting from it in all directions—is especially tempting.



Harold Mason of the Centaur Book Shop, 1224 Chancellor Street, calls our attention to a book of unusual wood-cuts by A. B. Weaver, Jr., called "The New Philadelphia," which his shop is distributing for Mr. Weaver. Of an edition of eighty-five copies, only a very few remain. Mr. Mason, by the way, is editor, with Vaughn Flannery, of the youngest American magazine, *U. S. A.*, a quarterly, the first number just out.



January 17th was Benjamin Franklin's birthday,—an anniversary always properly observed in Philadelphia. The Rosenbach Company dedicated its entire west window to "Poor Richard," the display consisting of several fine old portraits, lengthy and important letters in Franklin's neat hand, a few documents bearing his familiar signature, and many of the rare works from his famous press. Dr. Rosenbach took this occasion to make an appeal for funds to aid the American Philosophical Society in its plans for a new fireproof building. The Society's present antiquated edifice, if picturesque, is no safe home for its priceless collection of Americana, which includes, among other historical rarities, eighty per cent of Franklin's original papers. The recent fires at the White House and the Capitol are cited by Dr. Rosenbach as horrible examples of what might very easily happen at any time at

the society's headquarters under present conditions.



Emma Feldman reports complete satisfaction with her new shop at 1230 Locust Street, into which she moved several months ago from the smaller quarters adjoining, at No. 1232. The ample wall-space and unusual lighting facilities have given Miss Feldman an opportunity to introduce to her patrons the work of the younger school of Philadelphia artists. An exhibition of the water colors of the Pinto brothers, Salvatore and Angelo, has just been brought to a successful conclusion, and plans are now being laid for a further series of such intimate shows, to be held at regular intervals.



The latest additions to the hallowed shelves of the "sanctum sanctorum" at Charles Sessler's include a presentation copy of one of Charles Lamb's earliest and rarest works, "John Woodvil," in superb condition, a portion of the original manuscript of Dickens's parody on "Othello," of which only four parts have ever appeared for public sale, and a characteristic Franklin letter in beautiful state of preservation. A recent distinguished visitor at Sessler's was James McBey.



The occasion of much relief was the arrest and conviction recently of a very active, if very particular, book-thief named Roy E. Alexander, who told police he stole books because he loved them. Mr. Alexander, a poet whose "The Tale of a Walled Town" attracted some little attention as a Pulitzer Prize possibility in 1921, was likened to Oscar Wilde by the judge, who suggested that "while in prison he can further emulate Oscar Wilde and produce some great literary works that will be known forever to posterity" and sentenced him to two years in the County Prison.

## War Books Lead Best Sellers

THREE war novels lead the Best Seller fiction list for January, compiled by *Books of the Month*. "All Quiet" and "A Farewell to Arms" have been joined by H. M. Tomlinson's "All Our Yesterdays." Two other novels published in January became best sellers immediately. "Young Man of Manhattan" by Katharine Brush is half-way up the list and "Coronet" by Manuel Komroff reached seventh place. "Hans Frost" returned to the list in ninth place. Other 1930 novels that had excellent sales in their first month of publication were "Mothers Cry" by Helen Grace Carlisle; "Murder Yet to Come" by Isabel Briggs Myers, the Stokes prize detective story; "Iron Man" by W. R. Burnett, which is already being serialized in the newspapers; and "Passion Flower," Kathleen Norris's latest book.

Non-fiction allegiance went to older

books which have been best sellers for several months. "The Specialist," which went down to fourth place during Christmas selling, has again returned to the top, followed by "The Tragic Era" and "The Art of Thinking." The only brand new title on the list is "Is Sex Necessary?" the very funny take-off of current sex books by the *New Yorker* writers, James Thurber and E. B. White. "The Universe Around Us" by Sir James Jeans, whose sales have been increasing steadily since September, just achieved a place on the (January) list. "Good-Bye to All That," the autobiography especially of the war years of a young English poet, Robert Graves, had very promising sales, particularly in the East.

A new addition to the Best Seller List appears in this issue... the ten best selling juveniles compiled from reports of book-sellers in all parts of the country.

### FICTION

- Remarque. "All Quiet on the Western Front." *Little, Brown*, \$2.50.  
 Hemingway. "A Farewell to Arms." *Scribner*, \$2.50.  
 Tomlinson. "All Our Yesterdays." *Harper*, \$2.50.  
 Wharton. "Hudson River Bracketed." *Appleton*, \$2.50.  
 Brush. "Young Man of Manhattan." *Farrar & Rinehart*, \$2.  
 De La Roche. "Whiteoaks of Jalna." *Little, Brown*, \$2.50.  
 Komroff. "Coronet." *Coward-McCann*, \$3.  
 Erskine. "Sincerity." *Bobbs-Merrill*, \$2.50.  
 Walpole. "Hans Frost." *Doubleday, Doran*, \$2.50.  
 Lincoln. "Blair's Attic." *Coward-McCann*, \$2.

### NON-FICTION

- Sale. "The Specialist." *Specialist Pub. Co.*, \$1.  
 Bowers. "The Tragic Era." *Houghton, Mifflin*, \$5.  
 Dimnet. "The Art of Thinking." *Simon & Schuster*, \$2.50.  
 Halliburton. "New Worlds to Conquer." *Bobbs-Merrill*, \$5.  
 Fay. "Franklin, the Apostle of Modern Times." *Little, Brown*, \$3.  
 Ludwig. "July '14." *Putnam*, \$3.50.  
 Brown. "Grandmother Brown's Hundred Years." *Little, Brown*, \$3.  
 Thurber & White. "Is Sex Necessary?" *Harper*, \$2.  
 Cantor. "Caught Short." *Simon & Schuster*, \$1.  
 Jeans. "The Universe Around Us." *Macmillan*, \$4.50.

## JUVENILES

Hillyer. "A Child's Geography of the World." *Century*, \$3.50.

Field. "Hitty, Her First Hundred Years." *Macmillan*, \$2.50.

Milne. "The Christopher Robin Story Book." *Dutton*, \$2.

Kelly. "The Trumpeter of Krakow." *Macmillan*, \$2.50.

Petersham. "Miki." *Doubleday, Doran*, \$2.

Burgess. "The Burgess Seashore Book for Children." *Little, Brown*, \$3.

Twain. "The Adventures of Tom Sawyer." *Grosset & Dunlap*, 75 c.

Ball. "Carmella Commands." *Harper*, \$2.

Thomas. "The Hero of Vincennes." *Houghton Mifflin*, \$2.50.

Looker. "The White House Gang." *Revell*, \$3.

## The New Walden Book Shop

THE new Walden Book Shop in Michigan Square has but recently been completed and the attractive store just opened gives Chicagoans an excellent opportunity to view one of the most modern and attractive bookshops in America.

The interior has been designed by Winold Reiss of New York in collaboration with Holabird and Root, the architects responsible for the building itself. The very striking store exterior which will face Michigan Avenue is also the result of the same talented collaboration.

The mezzanine floor of the new shop contains one of the most interesting features of the store, since it will be the home of the new Walden-Dudensing Gallery, The

Dudensing Galleries in New York have long been famous for their ability to discern and encourage the best

in Modern American Art. Their shows receive unusual attention because they chart new paths rather than follow the lanes of convention and fashion in the Arts. They will present through the year in this new Walden Gallery a series of shows which should start many currents flowing in Chicago Art circles.

The main floor is to be devoted to general literature, and here you can find everything notable in American, English and Continental publishing.

A very complete and extensive department concerned with stationery and social engraving is conveniently located on this



*The interior has been designed by Winold Reiss of New York*



floor also, under the direction of Miss Nisbett, formerly with Peacock and Company.

On the lower floor, an admirably planned rare book department at once attracts the eager book collector.

A large space has been set aside for the new children's book department, which is being supervised by Mrs. Charlotte Kuh, who needs no introduction to Chicago educational circles. Mrs. Kuh, will set aside

certain days for consultation with parents on the subject of children's reading, and the entire department will be arranged to make the still-younger set feel quite at home in the world of books.

Here will be found, too, a conveniently arranged circulating library and magazine section.

It is a remarkable shop, even on a street celebrated for the beauty and variety of its stores.

## In and Out of the Corner Office

**A**T Hyde Park, Mass. Herbert I. Jackson continues the rare craft of inlaying extra illustrations in books, a craft which was for so many years connected with the name Poole, since whose death Mr. Jackson has been almost the only practitioner.

When extra plates are to be put in a book, it is seldom that the plates are the same size as the book itself, and the etchings or engravings selected have to be set into a sheet of paper of the proper size, a delicate and difficult task. Another delicate piece of work that such a craftsman is called upon to handle is splitting a piece of paper that is printed on both sides in order that the contents of one side or part of one side may be bound with the other full-size text pages. This often happens in the preservation of important first edition material from magazines. Again, the craft is called into demand when some collector has brought together a vast amount of miscellaneous illustrated material on some special subject and wants it preserved in a neater and more attractive way than could be done by making a scrapbook. An extra illustrator like Mr. Jackson can make such a scrapbook a thing of neatness and beauty.

Because so many dealers in rare books have occasion to handle volumes that are extra illustrated or to plan such books for interested customers, the *Publishers' Weekly* has asked Mr. Jackson to write for some early Rare Book issue an account of this art in which he is so proficient.

✻ ✻ ✻

Rodman Gilder, at one time treasurer of The Century Co., has joined *The Out-*

*look* as director and treasurer. ✻ ✻ ✻

Donald Stauffer, associated with the Phoenix Book Shop on 49th St., New York City, has written a novel "This Man and This Woman," which will be published February 5th by *Liveright*. ✻ ✻ ✻

John Howell, the San Francisco bookseller, delivered an address on "The Bible as a Book" at Stanford University last week illustrating it with editions from his fine collection. ✻ ✻ ✻

Bertha Mahony of the Bookshop for Boys and Girls was the guest of honor at a St. Valentine Day's party at the home of Louise H. Seaman of 40 Fifth Avenue. Miss Mahony has been in New York talking over with publishers a new plan of hers for extending school interest in general reading. ✻ ✻ ✻

The Program Committee of the Western Convention at Los Angeles in April is cooperating with the Public Library for an exhibit of book jackets and fine printing. The library is a building of unusual architectural beauty as well as one of the most efficient of city libraries, and it will for that reason be of special interest to the visiting bookseller whose hotel, the Biltmore, has an entrance directly opposite on Grand Avenue. ✻ ✻ ✻

A dinner in honor of Waldo Frank, who has just returned from a lecture tour of the chief Latin-American centers, will be given by the Institute of International Education on Monday, February 17th, at seven o'clock at the Hotel Roosevelt. ✻ ✻ ✻

C. B. Penney is representing the Abingdon Press on the Pacific Coast. ✻ ✻ ✻

## Chicago Debts

THE press reports from Chicago indicate that the Board of Education owes for text-books \$872,422 and has about \$14,000 with which to pay. Some publishers say they have received no payments since last March.

The Chicago Public Library has been obliged to reduce its budget by \$400,000 or about 20%. The book fund will be reduced from \$265,000 to \$100,000; 229 of the less experienced people will be dropped from the staff—service hours of the branches being cut. The library funds are derived from a half-million tax with an additional one-tenth of a million for building which normally yield \$2,000,000 and \$400,000 respectively. The reduction of the valuations by \$500,000,000 makes this curtailment in income.

Indiana, which has state adoption of textbooks, has been one of the few states that has asked the students to purchase their own books. Now Marion County, in which Indianapolis is located, has begun to buy the books for the schools. The purchases run about \$60,000 to \$70,000 annually.

## Advertising Case Dismissed

THE Federal Trade Commission has dismissed its complaint against publishers and advertisers, which charged them with maintaining a minimum rate of commission received by advertising agencies. The correspondents which have been cleared of the charge were the American Association of Advertising Agencies, American Newspaper Publishers' Association, Southern Newspaper Publishers' Association, Six Point League and the American Press Association.

## Index to Art Magazines

WITH January, a new index to the literature of art was inaugurated by the H. W. Wilson Company called "The Art Index." This issue contains 1,200 references and the Index is to be published monthly, except during July and August. It covers fifty American and foreign periodicals and museum bulletins. So far, however, it has not been decided as to whether the index shall include books.

## Periodical Notes

### *New British Quarterly*

A QUARTERLY magazine limited to four issues of 1930 and to about 1,000 copies per issue is "The Window," edited by Eric Partridge and Bertram Ratcliffe, at Thirty Museum Street, London. The magazine will be devoted to short and middle-length stories, lively prose satires, essays, occasionally a poem or two, and articles on literature. The aim of the editors is to produce a lively though not necessarily flippant magazine, written by young authors who seem to have fair chances of becoming famous. The January issue contains contributions by H. E. Bates, John Brophy, E. V. de Fontmell, and Eric Partridge.

The new literary review, *The Miscellany*, is gradually making its way into the light. The second number, February, is to be had at nearly all the large bookshops in New York and larger cities. The review is published by the editors, Frank W. Dupee, Geoffrey T. Hellmann, Dwight Macdonald and George L. Kinsland Morris from offices at 26 West 9th Street, New York. There are to be six numbers a year.

## Drama Week

NATIONAL Drama Week of 1930 was celebrated the week of February 9 to 15, according to the Church and Drama League of America, which sponsored the sixth of these annual events. Hon. John W. Davis is Honorary President of the League, Rev. S. Parkes Cadman is President and Rev. George Reid Andrews is Executive Director.

The purpose of Drama Week is to throw the spotlight of public interest on the part which the drama plays in the life of the individual, the life of the community, and the life of the nation. The activities of Drama Week serve to dramatize the power of the theater and its services to culture, education, recreation and civic spirit.

Each day of the week was dedicated to a different phase of the drama's many significant relationships. Sunday, February 9, was devoted to "Drama and the Church"; Monday to "Professional The-

atre Day"; Tuesday, "Drama and the Clubs and Organizations"; Wednesday, "Drama and the Radio"; Thursday, "Drama in the Community"; Friday, "Drama in Education"; Saturday, "Drama in Print."

This is the first Drama Week to be sponsored by the Church and Drama League, which is an affiliation of the Drama League of America (which inaugurated the idea), the American Theatre Association and the Church and Drama Association. It is the only nationwide organization devoted to the upbuilding of the theatre in all its forms. Drama Week was organized and conducted this year, as in the past, by Sue Ann Wilson, associate director of the Church and Drama League from headquarters at 289 Fourth Avenue, New York.

### Boston Booksellers Honored by French Government

**M**R. LOUIS J. JOBIN, President of the Schoenhof Book Company, dealers in foreign books since 1856, and connected with the firm for 38 years, has just received the decoration of "Officier d'Académie for services rendered for the intellectual expansion of France."

Mr. Jobin besides being a bookseller is actively interested in civic affairs. He is a member of the Boston City Club, Massachusetts Library Club, American Library Association, Secretary of the Franco-American Civic League of Massachusetts, Assistant Secretary of the Franco-American Historical Society.

### The Newland Press

**A** NEW publishing house has been announced at 25 West 45th Street, under the title, the Newland Press. The first book to be published will be "Generations of Adam" by Dr. A. L. Wolbarst, internationally prominent physician. With a small list the house will confine itself to books of real intrinsic value and importance.

### Changes in Price

**GREENBERG: PUBLISHER**  
"Understanding the Stock Market," by Alliston Cragg will be increased in price from \$2.00 to \$2.50 on March 1st.

### Business Notes

**BEREA, OHIO.**—Berea Book Store, C. B.

Workman, is moving from 104 to 75 Front Street.

**CHICAGO.**—The partnership between Paul A. Nelson and Alfred A. Baude, doing business under the name of Nelson-Baude, 105 West Adams St., has been dissolved. A new partnership between Alfred A. Baude and Louise M. Doll has been formed to conduct the same business at the same location under the name of Baude-Doll Rental Library.

**CHICAGO.**—The Walden Book Shop plans to open a large new main store at 546 North Michigan Avenue about March 1st. At this time the Wrigley Building Shop will be discontinued.

**GRAND RAPIDS, MICHIGAN.**—Mrs. N. C. Jones is now manager of the book department of Herpolsheimer Co.

**GUTHRIE, OKLAHOMA.**—Green Lantern Book Shop, 611 E. Noble Avenue, Mrs. Fred Byers, opened with fiction, biography, children's books, business books, foreign books for sale and circulating library.

**NASHVILLE, TENN.**—The stock of Paul Hunter, for many years a dealer in old and new books, has been purchased by Williams & Neal Book Store, which will continue at the old address, 401½ Church St.

**PHILADELPHIA.**—Idle Hour Lending Library, 3524 North Broad Street, Sophia Falkenstein, chain library system, 25 branches.

**TACOMA, WASHINGTON.**—Clark Entertainment Bureau, 909½ Pacific Avenue, Mrs. Virginia H. Clark, opened with drama books, poetry. Initial stock \$200.

### Book Club Selections

#### BOOK-OF-THE-MONTH CLUB

*March*—"The Crusades" by Harold Lamb. *Doubleday, Doran.*

#### LITERARY GUILD

*March*—"The Great Meadow" by Elizabeth Madox Roberts. *The Viking Press.*

#### BOOK LEAGUE OF AMERICA

*March*—"Gladiator" by Philip Wylie. *Knopf.*

#### THE FREETHOUGHT BOOK CLUB

*March*—"Up From Methodism" by Herbert Asbury. *Knopf.*

#### RELIGIOUS BOOK CLUB

*February*—"The Gospel and Its Tributaries" by Ernest Findlay. *Scott.*



# The Weekly Record

*Describes and Indexes the New Books of all Publishers in a Convenient Reference and Buying List for Bookstores and Libraries*

AS we look over this week's output of books we find a number on timely topics with special saleability for bookstores, besides an increasing variety of the early spring publishing of fiction and detective stories for the rental library.

The birth-month of presidents is again chosen for the publication of biographies—a reprint of an early life of Washington by John Marshall, which has been neglected for many years; Grosset & Dunlap supply a popular edition of Stephenson's "Lincoln"; and a document of historic interest by W. J. Ferguson, who was a call-boy in Ford's theatre, when Booth shot Lincoln, and was an eye-witness of that tragic event.

Travel was represented by "In Search of Scotland" by H. V. Morton, a new edition of "From Gretna Green to Land's End" by Katharine Lee Bates, famous author of "America the Beautiful," who died recently, and Gretchen Cron's record of African hunting adventures.

For the business man: the Taylor Society's compilation of articles on scientific management in business; Joseph H. Appel's biography of the business life of John Wanamaker; a provocative volume on the trade struggle between the United States and Great Britain by Ludwell Denny. The plan devised by the committee on the Regional Plan of New York occupied the front pages of New York newspapers recently, when the many volume report of

the committee was published. City planning is such a vital topic today that the popular account of the committee's plan, published as "Mastering a Metropolis" by R. L. Duffus, will appeal to a few leaders in every city.

In view of the coming of the Lenten season the bookseller will be looking for new religious books. Three, dealing in very different ways with the subject of immortality, appear in this Weekly Record; Charles' "The Resurrection of Man," "If I Had Only One Sermon to Preach on Immortality," edited by Stidger; "Death and Renewal" by the Swedish doctor and psycho-analyst, Poul Bjerre.

Two novels that aroused the same kind of furor, at a ten year interval, when they were first published, are now brought out in new one-volume editions, "Susan Lenox" by David Graham Phillips and "An American Tragedy" by Theodore Dreiser. The Macaulay Company published two volumes this week that ought to have their special audiences, one the much-heralded autobiography of Peggy Hopkins Joyce which is in the "Gentlemen Prefer Blondes" vein, the other a dark-horse, an anonymous novel, "Shackles of Flesh," in which the principal character is easily identifiable in the public events of his career, with President Wilson. The Century Company brought out on February 14th, their "colossus of war books," "Retreat" by C. R. Benstead.

THIS list aims to be a complete and accurate record of American book publication. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from the title-page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case the word "apply" is used. When not specified the binding is "cloth."

Imprint date or copyright date is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n.d.]

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q 4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo 15 cm.); sq., obl., nar., designate square, oblong, narrow.

# The Weekly Record of February 15, 1930

## Adams, Herbert

The empty bed. 304p. D (Popular copyrights) [c.'28] N. Y., Grosset 75 c.

## Allen, A. H. Burton

Pleasure and instinct; a study in the psychology of human action. 345p. (bibl. footnotes) O (Internat'l lib. of psych., phil. and scientific method) '30 N. Y., Harcourt \$4

## Almond, Linda Stevens

Peter Rabbit and the little girl. 58p. il. (col.) T (Wee b'ks for wee folks; Peter Rabbit ser.) [c.'30 Phil., Altemus bds. 50 c.

## Aminoff, Constance Leonie Caroline Borgström, friherrinna

Storm. 372p. O (Torchlight ser. of Napoleonic romances) [c.'29] N. Y., Dutton \$3

The ninth in this series of narrative and biographical romances of Napoleon covering the period of his divorce and remarriage, and the Russian Campaign.

## Andrews, Mrs. Mary Raymond Shipman

The white satin dress. 56p. D '30, c.'29, '30 N. Y., Scribner bds. 75 c.

How a dress, stained with Lincoln's blood helped the governor of Massachusetts to make a decision that would alter his entire career.

## Anonymous

Shackles of flesh. 401p. D [c.'30] N. Y., Macaulay \$2

A novel, picturing the career of Darrow Drummond, President of the United States, always pliant under feminine domination. His public career is approximately the same as that of Woodrow Wilson.

## Appel, Joseph Herbert

The business biography of John Wanamaker, founder and builder. 497p. il. O c. N. Y., Macmillan \$5

The life in business of the founder of the great Wanamaker department stores in Philadelphia and New York.

## Asch, Nathan

Pay day. 265p. D c. [N. Y.], Brewer & Warren \$2.50

A night of cheap fun and its minor complications in the life of Jim, a young New York clerk.

## Atkins, H. G.

Heine. 301p. (10p. bibl.) front. (por.) D (Republic of letters) '29 N. Y., Dutton \$2.50

A biography of the great German poet.

## Austen, Jane

Pride and prejudice; introd. by R. W. Chapman. 388p. T (World's classics, no. 335) '29 N. Y., Oxford 80 c.

## Austin, Anne

The avenging parrot. 296p. D [c.'29, '30] N. Y., Greenberg \$2

Her parrot was the only witness to the murder of Emma Hogarth.

The black pigeon. 311p. diagr. D (Popular copyrights) [c.'29] N. Y., Grosset 75 c.

## Baedeker, Karl, firm, publishers, Leipzig

Northern Italy, including Ravenna, Florence and Pisa; handbook for travellers; 15th rev. ed. 786p. maps (col.) diagrs. (pt. col.) S '30 N. Y., Scribner flex. fab. \$6

## Bailey, Temple

Silver slippers. 360p. D (Popular copyrights) [c.'28] N. Y., Grosset 75 c.

## Bates, Katharine Lee

From Gretna Green to Land's End; a literary journey in England [new ed]. 386p. il. O [c.'07] N. Y., Crowell \$3.50

## Behrman, Samuel Nathaniel

Meteor. 178p. D (Theatre Guild plays) c. N. Y., Brentano's \$2

Now being played in New York, with Alfred Lunt and Lynn Fontanne in the principal roles.

## Bell, Isaac

Foxiana. 83p. il. O ['29] N. Y., Scribner \$6

Hunting stories that contain the wisdom of a Master of Fox Hounds' twenty-five years' experience.

## Benstead, C. R.

Retreat; a novel of 1918. 356p. D [c.'30] N. Y., Century \$2.50

The story of Chaplain Warne whose ideals of service are shattered by the grim tragedy of the war.

## Beresford, John Davys

Love's illusion. 307p. D c. N. Y., Viking \$2.50

A middle-aged Englishman recalls the experiences of first love.

## Bett, Henry

How to write good English; some principles of style. 85p. S ['30] N. Y., Stokes bds. \$1

## Bible

Selections from Old Testament literature; ed. by Henry David Gray. 723p. (2p. bibl.) D c. N. Y., Macmillan \$3

A literary study of the King James' Version of the Old Testament for Bible students.

## Bjerre, Paul Carl

Death and renewal; tr. by I. von Tell. 346p. O '30 N. Y., Macmillan \$3

The best known published work of a Swedish physician and psychoanalyst in which he expounds his theories of God, life, death and eternity.

## Berkeley, Comyns, M.D.

Gynaecology for nurses and gynaecological nursing; 5th ed., rev. and enl. 438p. il., diagrs. (pt. col.) D '30 N. Y., Putnam \$2.75

## Bible

The Gospel of Jesus Christ; comp. from Scriptural

sources by L. L. Robinson. 15p. il. nar. T [c.'29] Milwaukee, Morehouse Pub. Co. pap. 5 c.

## Bowie, Edward Hall

Weather and the airplane; a study of the model weather reporting service over the California airway. 27p. il. O ['29] N. Y., Daniel Guggenheim Fund for Promotion of Aeronautics apply

**Bordeaux, Henry**

La maison; ed. by Louis De Vries. 448p. il. D (Contemporary France in lit.) [c.'30] Bost., Ginn \$1.80

**Bower, B. M., pseud. [Mrs. Bertha Muzzy Sinclair-Cowan]**

Points west. 331p. D (Popular copyrights) [c.'27, '28] N. Y., Grosset 75 c.

**Bowlin, William Ray**

English mastery; a laboratory system. 350p. diags. D [c.'30] N. Y., C. E. Merrill \$1.32

**Boyton, Neil**

In Xavier lands; short stories. 175p. D '30, c.'23 N. Y., Benziger Bros. \$1.25  
Originally issued as the second part of "In God's Country."

**Bridges, Robert**

October, and other poems; with occasional verses on the War. 64p. D '30 N. Y., Oxford \$2

Poetical works; 6 v. various p. D '30 N. Y., Oxford \$2.25, ea.

**Brøger, A. W.**

Ancient emigrants; a history of the Norse settlements of Scotland. 220p. il. maps O '29 N. Y., Oxford \$5

**Calkins, Raymond**

Jeremiah the prophet; a study in personal religion. 398p. (bibl. footnotes) D c. N. Y., Macmillan \$2.50

The life of Jeremiah, which makes more understandable that book of the Bible.

**Calverton, V. F.**

Three strange lovers; introd. by Edward J. O'Brien. 243p. D [c.'30] N. Y., Macaulay bds. \$2.50

Three short stories forming a trilogy whose unity lies in the abnormal dominance of sex upon the lives of three people.

**Casson, Herbert Newton**

Tips for traveling salesmen. 152p. D [c.'29] N. Y., B. C. Forbes Pub. Co. bds. \$2

**Chapman, Mrs. Maristan**

The happy mountain. 313p. D (Novels of distinction) [c.'28] [N. Y.], Grosset \$1

**Charles, Robert Henry, D.D.**

The resurrection of man, and other sermons preached in Westminster Abbey. 275p. (bibl. footnotes) O ("Scholar as preacher"; 5th ser.) [n. d.] N. Y., Scribner \$2.50

**Chesterton, Gilbert Keith**

The thing: why I am a Catholic. 265p. D c. N. Y., Dodd, Mead \$2.50

Essays on contemporary religion in which a noted writer defends Catholicism and launches not a few counter-attacks on other faiths.

**Clark, G. N.**

The seventeenth century. 384p. O '29 N. Y., Oxford \$5

**Cohausz, Rev Otto**

Light and shadow in religious life; tr. by Rev. Laurence P. Emery. 466p. front. S c. N. Y., Benziger Bros. flex. fab. \$3

Intended primarily for members of religious orders.

**Cohen, Lester**

Sweepings. 447p. D (Popular copyrights) [c.'26] N. Y., Grosset 75 c.

**Conroy, Rev. Joseph P.**

Arnold Damen, S. J.; a chapter in the making of Chicago. 338p. front. (por.) D c. N. Y., Benziger Bros. \$2.25

The biography of a Dutch Jesuit priest who was very influential in erecting Catholic churches and schools in Chicago in the 1850's and 60's.

**Cortissoz, Royal**

The painter's craft. 483p. il. O '30, c.'25-'30 N. Y., Scribner \$3.50

Essays on painting and celebrated masters of the art.

**Craig, Edward Gordon**

Books and theatres. 171p. il. diags. O [n. d.] N. Y., Dutton \$3

Historical essays on books and the theatre in Europe.

**Crawley, Edwin Schofield, and Evans, Henry Brown**

Plane trigonometry. 182p. diags. O c. N. Y., F. S. Crofts \$1.65

**Cron, Gretchen**

The roaring veldt. 295p. il., map O c. N. Y., Putnam \$5

Big-game hunting and photographing in Africa, written after four expeditions there.

**Curwood, James Oliver**

The Plains of Abraham. 326p. D (Popular copyrights) [c.'27, '28] [N. Y., Grosset] 75 c.

**Cushing, Catherine Chisholm**

Widow by proxy; a farce-comedy in three acts. 115p. il. diags. D (French's standard lib. ed.) c.'12, '30 N. Y., S. French pap. 75 c.

Call to praise (The); a hymnal for children's division. 139p. O [c.'29] Phil., Hall-Mack Co., 21st & Arch Sts. 50 c.; 35 c.

**Casanowicz, Immanuel Moses**

Collections of objects of religious ceremonial in the United States National Museum. 287p. (bibl. footnotes) il. O (Smithsonian Inst., U. S. Nat'l. Mus. bull. 148) '29 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 90 c.

**Chaney, Jack**

Foolish questions; Yellowstone National Park; 4th ed.; ed. and enl. by J. E. Haynes. 94p. il. S [c.'24-'29] St. Paul, Minn., Haynes Picture Shops, Inc., 341 Selby Ave. pap. 75 c.

**Clapp, Mary Brennan**

And then re-mold it; poems. no p. D '29 c. Mis-

soula, Mont., Harold G. Merriam, State Univ. pap. \$1.25

**Clement, C. E., and Grant, F. M.**

Equipment for city milk plants. 36p. il., diagr. O (U. S. Dept. of Agri., circular no. 99) '29 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 10 c.

**Clement, C. E., and others**

Effect of milk-plant arrangement and methods of operation on labor requirements. 40p. il., diags. O (U. S. Dept. of Agri., technical bull. no. 153) '29 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 15 c.

**Cook, Jesse L.**

International memoscript, or, Cook shorthand; an approved light line system, adaptable to any modern language; a practical course for schools and colleges. 114p. front. (por.) D c.'29 Roanoke, Va., J. L. Cook & Son \$1.50



**Cuthrell, Mrs. Faith Baldwin**

Alimony. 301p. D (Popular copyrights) [c. '28] N. Y., Grosset 75 c.

**Dakin, Edwin Franden**

Mrs. Eddy; the biography of a virginal mind [popular ed.]. 573p. (11p. bibl.) O '30, c. '29, '30 N. Y., Scribner \$2

**Daniel, Hawthorne**

Ships of the seven seas; new ed.; introd. by Franklin D. Roosevelt. 337p. il. (col. front.) maps O '30, c. '25, '30 N. Y., Dodd, Mead \$2.50

**Danzig, Allison**

The racquet game; introd. by Herbert N. Rawlins, jr. 299p. il. D c. N. Y., Macmillan \$4

The history of court tennis, racquets, squash racquets, squash tennis, problems of play, and records of champions, in all parts of the world.

**De La Mare, Walter John**

Memoirs of a midget. 436p. D (Novels of distinction) [c. '22] [N. Y.], Grosset \$1

**Denny, Ludwell**

America conquers Britain; a record of economic war. 456p. (20p. bibl. notes) O c. N. Y., Knopf \$4

An appraisal of the present economic struggle that is being waged between America and Great Britain for control of raw materials and world trade.

**Dobrée, Bonamy**

Restoration tragedy, 1660-1720. 189p. (4p. bibl.) D '29 [N. Y.], Oxford \$3

A companion volume to the author's "Restoration Comedy."

**Dobson, Margaret**

Lino prints. 128p. il. (col. front.) diags. D (Pitman's craft for all ser.) '30 N. Y., Pitman bds. \$1

**Dodd, Monroe Elmon, D.D.**

Missions our mission. 140p. D [c. '30] Nashville, Tenn., S. S. B'd of So. Bapt. Convention 60 c.

What the missionary work of Southern Baptists should include and accomplish.

**Doherty, Edward J.**

Murder on the roof; photoplay title of The Broadway murders; a night club mystery. 298p. D (Popular copyrights) [c. '29] N. Y., Grosset 75 c.

**Dreiser, Theodore**

An American tragedy. [2 v. in 1] 840p. D '29 c. '25, '26 N. Y., Liveright \$3

**Duffus, Robert Luther**

Mastering a metropolis; planning the future of the New York region. 315p. il., maps. O N. Y., Harper \$3

A popular account of the plan for the future New York City as worked out in the ten technical

volumes published by the Committee on the Regional Plan of New York and its Environs.

**Dunsany, Lord**

Fifty poems. 64p. D N. Y., Putnam bds. \$1.50

Many of these poems have appeared in English and American periodicals.

**Eden, Rob**

Short skirts; a story of modern youth. 283p. D (Popular copyrights) [c. '30] N. Y., Grosset 75 c.

**Eikenberry, W. L., and, Waldron, R. A.**

Educational biology. 557p. (bibl.) il., maps, diags. (pt. col.) D [c. '30] Bost., Ginn \$2.48

A first year college textbook to serve as a background for the teaching of hygiene, nature study physical education, psychology, sociology and child study.

**Evans, Willis F.**

Isabella Stockton; a tale of the French and Indian War. 226p. D [c. '29] Bost., Christopher Pub. House \$2.50

**Farnham, Mateel Howe [Mrs. D. T. Farnham]**

Marsh-fire. 351p. D (Popular copyrights) [c. '28] N. Y., Grosset 75 c.

**Ferguson, W. J.**

I saw Booth shoot Lincoln [lim. ed.] 63p. il. diagr. O Bost., Houghton \$2.50

An account of Lincoln's assassination as witnessed by a call-boy in Ford's Theatre.

**Fielding, Henry**

The adventures of Joseph Andrews; introd. by Bruce McCullough. 451p. (bibl. note) S (Modern student's lib.) [c. '30] N. Y., Scribner \$1

**Fischer, Louis, M.D.**

The health-care of the baby; 18th ed. rev. 268p. il. diags. D '30 c. '06, '29 N. Y., Funk & Wagnalls \$1

**Fiske, Bp. Charles**

Christ and Christianity; a new ed. in 1 v. of The Christ we know, and, The faith by which we live. 629p. (bibl. footnotes) D [c. '19, '27] Milwaukee, Morehouse Pub. Co. \$3

**Fite, Warner**

The living mind; essays on the significance of consciousness. 326p. O c. N. Y., Dial Press \$3.50

New knowledge in psychological fields interpreted by a professor in Princeton University.

**Fleg, Edmond**

The life of Solomon; tr. by Viola Gerard Garvin. 239p. O [c. '30] N. Y., Dutton \$3

A biography of the heroic figure of the Old Testament as he is known to us in history, in the Bible and in legend.

**Diehl, H. C., and others**

The frozen-pack method of preserving berries in the Pacific Northwest. 38p. (bibl. footnotes) il., diags. O (U. S. Dept. of Agri., technical bull., no. 148) '30 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 10 c.

**Dorland, William Alexander Newman, and Miller, E. C. L.**

The American illustrated medical dictionary; a complete dictionary of the terms used in medicine, surgery, dentistry, pharmacy, etc.; 15th ed., rev.

and enl. 1427p. il. (pt. col.), diags. O '29 Phil., Saunders apply

**Firth, James N.**

A text-book on chiropractic diagnosis, or, The manifestation of incoordination from a chiropractic standpoint; 3rd ed. 592p. front. (por.) O c. '29 [Ind.] Author, 518 N. Delaware St. apply

**Flick, Alexander C., and Paine, Paul M.**

A map of the history of New York State. (col.) c. '29 N. Y., R. R. Bowker Co. \$2

**Fletcher, F. N.**

Early Nevada. 192p. maps D '29 Reno, Nev., A. Carlisle & Co. \$2

**Fletcher, Joseph Smith**

The murder in the Pallant. 309p. D (Popular copyrights) [c.'27, '28] N. Y., Grosset 75 c.

**Foster, George C.**

The mistress. 319p. D ['30] N. Y., Macaulay \$2

A woman of the oldest profession attains a new kind of respectability.

**Francke, Caroline**

Exceeding small; a play in three acts 100p. il., diags. D (French's standard lib. ed.) c.'28, '30 N. Y., S. French pap. 75 c

**Frank, Leonhard**

Carl and Anna; tr. by Cyrus Brooks. 149p. il. D c. N. Y., Putnam bds. \$2.50 boxed  
The original novel form of the play that was produced in New York last season.

**Garson, Etta Corbett**

Featherland; il. by the author. 66p. il. (pt. col.) O [c.'30] N. Y., McBride \$1.50  
The story of one summer spent by a flock of birds on Hill Farm.

**Gilbert, Lydia Northrop**

Wild flowers and state flowers of North America. 110p. il. (col.) nar. S [c.'30] N. Y., Sully \$1.50

A guide for children and adults.

**Gold, Michael**

Jews without money. 309p. il. O [c.'30] N. Y., Liveright \$3  
The story of an East Side childhood in New York by a well-known radical.

**Great ones of ancient Egypt;** portraits by Winifred Brunton; historical studies by various Egyptologists. 177p. il. (pt. col.) Q '30 N. Y., Scribner \$10

Articles on some of the outstanding figures in Egyptian history, with fifteen modern portraits of them.

**Greene, Mrs. Gwendolen Maud Parry**

Mount Zion. 222p. D ['29] N. Y., Dutton \$2  
In which the niece of the mystic, Baron von Hügel, reveals her personal religious experience and faith.

**Gribble, Francis Henry**

Balzac, the man and the lover. 275p. il. (pors.) O [n.d.] N. Y., Dutton \$5

A biography of the great French novelist, which shows how his two expressed desires, "to be famous and to be loved," were fulfilled.

**Hall, Francis Joseph, D.D.**

Christian reunion in ecumenical light. 162p. D '30 N. Y., Macmillan \$1.50

A discussion of the problem of Christian unity which emphasizes its world-wide aspects.

**Hammett, Dashiell**

The Maltese falcon. 267p. D '30, c.'29, '30 N. Y., Knopf \$2

When his partner is killed, Sam Spade, private detective, is suspected—but he sets out to get what he wants, leaving a trail of murders and crime in his wake, despite the San Francisco police.

**Harvey, Marion**

The Inner Circle; a mystery thriller in three acts [player's b'k.] 97p. D (Longmans' play ser.) c. N. Y., Longmans pap. 75 c.

**Hay, James, jr.**

The hidden woman. 258p. D (Popular copyrights) [c.'29] N. Y., Grosset 75 c.

**Hayes, Carlton Joseph Huntley**

France, a nation of patriots. 497p. (bibl. footnotes) O (Social and economic studies of post-war France; v. 5) c. N. Y., Columbia Univ. Press. \$4.50

An objective study of French national psychology and how it is communicated, today, by a professor of history in Columbia University.

**Hayes, Hiram Wallace**

Bible stories retold; retold from a spiritual viewpoint [new ed.] 127p. il. D [c.'08] Phil., Altemus \$1

**Heyward, Du Bose**

Mamba's daughters. 344p. D (Novels of distinction) [c.'28, '29] [N. Y.] Grosset \$1

**Holman, Russell**

The love parade; il. with scenes from the photoplay; based on "The Prince Consort" by Leon Xarrof and Jules Chancel. 275p. D (Popular copyrights) [c.'30] N. Y., Grosset 75 c.

**Hornblower, George Sanford**

Leisure; a few poems and drawings. [lim. ed.] 87p. il. O '29c. [N. Y.] Duffield bds. \$2.50

**Howe, Susanne**

Wilhelm Meister and his English kinsmen; apprentices to life. 341p. (9 p. bibl.) D N. Y., Columbia Univ. Press \$3  
A literary study.

**Hoyland, John Somerwell**

The case for India. 180p. (bibl. footnotes) front. D ['29] [N. Y. Dutton] \$2

An analysis of the existing conditions in the religious, social and political affairs of India, together with a presentation of the opinions held by a great majority of Indians concerning these problems. The author has spent more than fifteen years in educational work in India.

**Hughey, Bertha E.**

Poems. 108p. D [c.'29] Portland, Ore., Author 4714-41st St. \$1.50

**Fowler, Grace, and Alexander, Ada**

A sewing manual. 204p. (bibl.) diags. O c. N. Y., Macmillan pap. \$1.40

**Graham, Jean**

Tales of the Osage River country. 43p. il. D [c.'29] [Clinton, Mo., Martin Pr. Co.] apply

**Gray, Carolyn E.**

Study guide text-book in anatomy and physiology; based on the textbook of anatomy and physiology by Diana C. Kimber and Carolyn E. Gray. 179p. diags. (pt. col.) Q c. N. Y., Macmillan pap. \$1.10

**Hagen, Harry J.**

Lathers' craft problems and reference book; con-

taining articles with illustrations pertinent to the trade of lathing. 136p. il. diags. O [c.'29] [Cleveland, O., Riehl Pr. Co., Courtland Bldg.] apply

**Hambly, Wilfrid D.**

Ethnology of Africa. 268p. (8p. bibl.) il., maps D (Dept. of anthropology, guide, pt. 3) '30 Chic., Field Mus. pap. \$1.50

**Hotles, Alfred Carl**

About perennials; 2nd ed., rev. and enl. 31p. il. O (Agri. Extension Service, bull. 83) ['29] [Columbus, O., Ohio State Univ. Press] apply

**Humilis, Clement, pseud.**

Vox Domini; the ancient faith in modern terms, or, Messages from the Master to men and women of to-day [2nd ed.]. 416p. D [c.'29, '30] Milwaukee, Morehouse Pub. Co. \$3  
Messages expressing the doctrines of Catholicism applied to various situations and crises of life, by a parish priest.

**Jane, Cecil**

Liberty and despotism in South America; preface by S. De Madariaga. 190p. O '29 N. Y., Oxford \$4

**Johnsen, Julia E., comp.**

Disarmament. 173p. (18p. bibl.) D (Reference shelf, v. 6, no. 6) c. N. Y., H. W. Wilson 90 c.

**Johnson, Milton**

The price of discontent. 392p. front D '29 c. Gordonsville, Va., Johnson Publishers \$2.50  
A novel of life and love in Virginia.

**Jorgenson, Nora and Jorgenson, George E.**

The circle of vengeance. 253p. D c. N. Y., Appleton \$2  
A secret society, pledged to avenge two deaths, plans to wipe out scientifically a whole colony of people.

**Joyce, Peggy Hopkins**

Men, marriage and me. 286p. D [c.'30] N. Y., Macaulay \$2.50  
The autobiography of a famous stage beauty.

**Kauffman, Reginald Wright**

Pirate Jean. 322p. D [c.'30] N. Y., Macaulay \$2  
A romantic tale of the dashing rogue, Jean Lafitte, a hero of New Orleans during the War of 1812.

**Kerwin, Madeleine**

How to bid contract bridge; a short cut from auction to contract; 2nd ed. 64p. S c.'29 N. Y., Kerwin Co., 1819 B'way \$1

**Kirkpatrick, John Alexander**

The love expert; a comedy in three acts. 98p. il., diagr. D (French's standard lib. ed.) c.'29, '30 N. Y., S. French pap. 75 c.

**Knox, Ronald Arbuthnot**

Essays in satire. 287p. (bibl. footnotes) D [c.'30] N. Y., Dutton \$2.50  
On various things in modern life that people take too seriously.

**Kyne, Peter Bernard**

The thunder god; a romantic story of love, hatred and adventure. 278p. il. D (Popular copyrights) [c.'28, '30] N. Y., Grosset 75 c.

**Lamplugh, Anne**

Flower and vase. 92p. il. D [c.'29] N. Y., Scribner \$1.75

A month by month guide to the arrangement of fresh flowers in the home.

**Larrimore, Lida**

Tarpaper palace. 307p. D (Popular copyrights) [c.'28] N. Y., Grosset 75 c.

**Law, Frederick Houk**

Our class visits South America. 351p. (5p. bibl.) il. (col. front), maps (pt. col.) S (Law's geographical readers) [c.'30] N. Y., Scribner \$1

**Levin, Elizabeth [Mrs. Max Levin]**

The Northington dollar [2nd ed.] [fiction]. 330p. D [c.'29] Guthrie, Ky., Guthrie Pub. Co. \$2

**Levy, Ben W.**

This woman business; a play in three acts. 118p. D (French's standard lib. ed.) c.'25 N. Y., S. French pap. 75 c.

**Liddell Hart, Captain Basil Henry**

The decisive wars of history: a study in strategy. 254p. maps O '30 Bost., Little, Brown \$4

**Lucas, Henry Stephen**

The Low Countries and the Hundred Years' War, 1326-1347. 713p. (32p. bibl.) map (col.) O (Univ. of Mich. pub'ns., hist. and political science, v. 8) '29 c. Ann Arbor, Mich., Univ. of Mich. \$4

A general survey of the history of the Low Countries during this period, based upon a study of the sources.

**McKenna, Stephen**

The redemption of Morley Darville. 287p. D c. N. Y., Dodd, Mead \$2.50  
How Morley Darville, a young literary critic, achieves success as a "society" novelist, a class of writers and mode of living that he had formerly held in contempt.

**Mackinnon, James, D.D.**

Luther and the Reformation; v. 4, Vindication of the movement (1530-46). 390p. (bibl. footnotes) O '30 N. Y., Longmans \$6.40

**Jacobson, Millie Bock**

For the story hour. 94p. il. S [c.'29] Minn., Augsburg Pub. House bds. 30 c.

**Kellogg, Remington**

The habits and economic importance of alligators. 36p. (2p. bibl.) il., maps O (U. S. Dept. of Agri., technical bull. no. 147) '29 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 10 c.

**Kidder, F. S.**

Triangulation; applied to sheet metal pattern cutting; a comprehensive treatise for cutters, draftsmen, foremen and students [7th ed., enl.]. 312p. il., diagrs. O '30, c.'17, '30 N. Y., Sheet Metal Pub'n Co., 154 Nassau St. \$4

**Laufer, Berthold, and others**

Tobacco and its use in Africa. 51p. (2p. bibl.) il. O (Anthropology leaflet 29) '30 Chic., Field Mus. pap. 25 c.

**Law, Frederick Manwaring**

Mastoids Roentgenologically considered; 2nd ed., rev. 194p. il. Q (Annals of Roentgenology, v. 1) '29 N. Y., P. B. Hoeber \$12

**Le Clair, Mme. F. A.**

Le Clair on beauty culture; a practical study of the fundamental principles of beauty culture for students and practicing cosmeticians. 162p. il., diagrs. D [c.'29] Milwaukee, Author, 153 3rd St. \$5

**Lloyd, Anne Gladys**

The favorite closing day collection. 96p. diagrs. D [c.'29] Lebanon, O., March Bros. pap. 60 c.

**Loveridge, Arthur**

East African reptiles and amphibians in the United States National Museum. 140p. (5p. bibl.) front. O (Smithsonian Inst., U. S. Nat'l Mus. bull. 151) '29 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 25 c.



**McTaggart, Lt.-Col. Maxwell Fielding**

Stable and saddle. 217p. il. (col. front.) O '30 N. Y., Scribner \$5  
A guide to riding and the care of horses.

**Mahoney, Michael Joseph**

California sunshine; a book of verse. 111p. D '29 San Jose, Cal., Author, 48 N. 2nd St. \$1.50

**Maier, George William Marque**

Journey's end; a novel. 142p. D [c. '30] Bost., Christopher Pub. House \$1.50

**Mann, Thomas**

Early sorrow; tr. by Herman George Schef-fauer. 68p. D '30, c. '28, '30 N. Y., Knopf \$1.50  
This story appeared under the title "Disorder and Early Sorrow" in the volume "Children and Fools," and is now reissued separately since it is the latest prose fiction of its author, winner of the Nobel Prize for 1929.

**Marison, Fiscar, pseud. [George John Blatter]**

Theotokia, the most beautiful of woman-kind; an epic in ten cantos; canto I. 85p. D c. '29 [Mt. Vernon, O., Rapid Pr. Service] bds. \$1.35

**Marshall, John**

The life of George Washington; 2 v. [new, lim. ed.]. 582p.; 569p. fronts. (pors.) maps (col.) O '30 N. Y., Walton B'k. Co., 143 W. 41st St. \$20; bds., \$15, bxd.  
The text is that of the edition of 1848, to which an index has been added.

**Matthews, Adelaide, and Stanley, Martha**

The first Mrs. Chiverick; a comedy in three acts. 106p. il., diagrs. D (French's standard lib. ed.) c. '19, '30 N. Y., S. French pap. 75 c.

**May, James Lewis**

Cardinal Newman. 309p. front. (por.) O c. N. Y., Dial Press \$3.50  
A study of one of the great figures of Victorian England.

**Menander**

Three plays; The girl from Samos; The arbitration; The shearing of Glycera; tr. by L. A. Post. 136p. D (B'way translations) [n. d.] N. Y., Dutton \$2.50

**Milton, John**

Lycidas; il. by Philip Evergood [lim. ed.]. 7p. F '29 N. Y., Harry L. Binsse, 54 W. 11th St. bds. \$25

**Misciattelli, Piero**

Savonarola; tr. by M. Peters-Roberts. 284p. il. O c. N. Y., Appleton \$3  
The life and times of the Dominican Friar, protagonist and victim of a great human drama, enacted during the flowering of one of the world's greatest periods of art, the Italian Renaissance.

**Mitchell, Gladys**

The mystery of a butcher's shop. 313p. D c. N. Y., Dial Press \$2

The mystery of a headless body found in the local butcher's shop has its roots in a country house nearby, that shelters a gay party.

**Morton, Henry Canova Vollam**

In search of Scotland. 395p. (2p. bibl.) il., map O '30, c. '29 '30 N. Y., Dodd, Mead \$3  
An account of the author's motor trip through Scotland in which he describes the country of romance and legend, as well as the modern scene.

**Myers, Susanna, tr.**

Folk-songs of the four seasons; thirty-three traditional melodies associated with festivals and folkways; harmonization by Harvey Officer. 86p. F [c. '29] N. Y., G. Schirmer bds. \$1.75

With text by the translator explaining the folklore or action connected with each song, for children or teachers.

**New, Chester W.**

Lord Durham; a biography of John George Lambton, first Earl of Durham. 626p. front. (por.) O '29 N. Y., Oxford \$7.50

**Newell, Audrey**

Who killed Cavelotti? 306p. D [c. '30] N. Y., Century \$2  
Under cover of a false fire-alarm in a smart New York hotel, Guido Cavelotti, ex-opera singer of scandalous repute, is fatally stabbed.

**Nurse, F. E.**

Very easy French reader. 183p. il. D [c. '30] Bost., Ginn 88 c.

**Nystrom, Paul H.**

Economics of retailing; 2 v.; rev. ed. 468p.; 699p. il. O '30 N. Y., Ronald Press \$10

**Ogden, George Washington**

Wasted salt. 299p. D '30, c. '28, '30 N. Y., Dodd, Mead \$2  
Adventure and romance in the Kansas cattle country.

**Oldham, Joseph Houldsworth**

White and black in Africa; a critical examination of the Rhodes lectures of General Smuts. 79p. (bibl. footnotes) S '30 N. Y., Longmans pap. 75 c.

**Otopalik, Hugo**

Modern wrestling, for the high school and the college. 142p. il., diagrs. D (Scribner athletic lib.) c. N. Y., Scribner \$2

**Panter-Downes, Mollie**

Storm bird. 364p. D c. N. Y., Putnam \$2.50  
Sara Garnet thought she had found peace from her turbulent past, with her middle-aged husband, until she fell in love with his own son-in-law.

**Paul, Elliot Harold**

The Amazon. 339p. D c. N. Y., Liveright \$2.50

A war story about a Signal Corps of American girls who fought with the men in the trenches.

**Phillips, David Graham**

Susan Lenox; her fall and rise [new 1 v. ed.]. 972p. il. D '30, c. '15-'17 N. Y., Appleton \$2.50

**McGuire, Orville Wayne**

Objective lessons in common fractions for fifth and sixth grades. 29p. diagr. O '29 Caldwell, Idaho, Caxton Printers apply  
Meinecke, E. P.  
Quaking aspen: a study in applied forest pathol-

ogy. 34p. (bibl.) il., diagrs. O (U. S. Dept. of Agri., technical bull. no. 155) '29 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 10 c.  
1929 yearbook on coal mine mechanization. 390p. (2op. bibl.) il., diagrs. O c. [Wash., D. C.] Amer. Mining Congress flex. fab. \$3

**Pliny [Gaius Plinius Secundus] the elder**

The elder Pliny's chapters on chemical subjects; pt. 1; ed., with translation and notes by Kenneth C. Bailey. 249p. O '29 [N. Y., Longmans] \$5

**Pocock, Guy Noel**

The essay writer; new style. 190p. S [30] N. Y., Dutton \$1.10

Advice to boys and girls as to the best method of applying in their own writing the principles used by the great essayists.

**Pope, Alexander**

The Dunciad variorum, with the Prolegomena of Scriblerus; introd. by Robert Kilburn Root. 211p. (bibl. footnotes) Q '29 c. Princeton, N. J., Princeton \$4.50

A reproduction in facsimile of the first issue of the original 1729 edition of this heroic poem.

**Popenoe, Paul Bowman**

Modern marriage. 272p. D (Novels of distinction) [c.'25] [N. Y.] Grosset \$1

Rath, E. J., pseud. [J. Chauncey Carey Brainerd and Mrs. Edith Rathbone Jacobs Brainerd]

Let's go. 318p. D c. N. Y., Watt \$2  
The humorous and romantic story of Sandy Norton, who built a speed boat, and proceeded to get the backing of the biggest financiers.

**Reed, Albert Granberry, ed.**

The Romantic period. 598p. map S (English lit.) [c.'29] N. Y., Scribner \$1  
An anthology.

**Rees, Arthur John**

The shrieking pit. 351p. D '30, c. '18, '19 N. Y., Dodd, Mead \$2  
A mystery that has been out of print for several years.

**Risner, Henry Clay**

Pinnacles of personality. 354p. front. (por.) O c. N. Y., Putnam \$3.50

The experiences of a minister in post-war Europe include accounts of his meetings with important personalities in nearly every country.

**Robson, Rev. James**

Christ in Islam. 128p. S (Wisdom of East ser.) [30] N. Y., Dutton \$2

A collection of references to Jesus made by Mohammed and other Moslem writers in their works.

**Ruck, Berta [Mrs. George Oliver]**

To-day's daughter. 340p. D [c.'30] N. Y., Dodd, Mead \$2

The story of a very modern young English girl who determined to win fortune and love by her own unaided efforts.

**Rusette, Louis E. de**

Children's percussion bands. 183p. D '30 N. Y., Dutton \$1.35

How to organize children's bands of drums, bells, triangles, tambourines and cymbals.

**Ryan, Oswald**

The challenge of the prophets; introd. by Albert J. Beveridge. 128p. D [c.'29] Anderson, Ind. [Gospel Trumpet Co.] \$1

The declarations and decisions of the prophets of Israel are here interpreted and applied to problems of today.

**Sawer, D. D.**

Everyday art at school and home; a book for children, parents, teachers and students; foreword by Sir Michael Sadler. 258p. il. (pt. col.), diagrs. O [29] Pelham, N. Y., Bridgman \$3.50

Instruction for the beginner.

**Schonfield, Hugh J.**

The lost "Book of the Nativity of John"; a study in Messianic folklore and Christian origins, with a new solution to the Virgin-Birth problem. 91p. (bibl. footnotes) O '29 [N. Y., Scribner] \$1.75

The author's discovery of the one-time existence of a manuscript recording the birth of John the Baptist in which he figures as the infant Messiah, and his reconstruction of this book.

**Schuette, Florence A.**

The three gems [verse]. 31p. il. T '29 N. Y., Stephen G. Clow, 1457 B'way fab. \$2

**Sears, Minnie Earl, comp.**

Standard catalog for public libraries; history and travel section. 299p. O (Standard catalog ser.) '29 N. Y., H. W. Wilson \$3

An annotated list of 1900 titles, arranged according to the Dewey Decimal Classification.

**Seghers, Anna**

The revolt of the fishermen; tr. by Margaret Goldsmith. 172p. D c. N. Y., Longmans \$2

A story of the struggle of the fishermen of St. Barbara to earn a living wage. Winner of the most important literary award in Germany for 1929.

**Spearman, Rev. Henry Kuhns**

Soul magnets; twelve sermons from New Testament texts; comp. by Mrs. Elizabeth F. Spearman. 116p. front. (por.) D '29 c. [Phil., A. M. E. B'k. Concern, 716 S. 19th St.] \$1

**Spivak, John L.**

The medicine trust unmasked. 170p. O '29 N. Y., Louis S. Siegfried, 13 Astor Pl. \$1

**Springs, Elliott White**

Above the bright blue sky; more about the war birds. 275p. D (Popular copyrights) [c.'27, '28] N. Y., Grosset 75 c.

**Stephenson, Nathaniel Wright**

Lincoln; an account of his personal life, especially of its springs of action as revealed and deepened by the ordeal of war. 528p. (5p. bibl.) front. (por.) D (Novels of distinction) [c.'22, '24] [N. Y.] Grosset \$1

**Pachter, Adrian**

How to close real estate deals. 124p. O '29 St. Louis, Thomas Law Bk. Co. buck. \$3

**Pearce, Evelyn C.**

A textbook of orthopaedic nursing. 175p. il. D '30 N. Y., Putnam \$1.75

**Petty, Orville Anderson**

Kindling the Christmas fire [verse]. 24p. D [c.'20] Bost., Pilgrim Press \$1

Picture map of France (The); designed and drawn by Harold Haven Brown. (col.) c.'29 N. Y., R. R. Bowker Co. \$2.50

**Raymond, Howard Monroe, and others, eds.**

Modern shop practice; a reading course and general reference work; 7 v.; rev. ed. by Frank E. Gooding and others. il., diagrs. O '29 Chic., Amer. Technical Soc. apply

**Ryckman, John W., ed.**

Story of an epochal event in the history of California: the Pacific Southwest Exposition, 1928. 206p. il. O [c.'29] [Long Beach, Cal.] Long Beach Chamber of Commerce apply

**Stidger, William Le Roy, ed.**

If I had only one sermon to preach on immortality. 352p. O '29 c. N. Y., Harper \$2.50  
 Twenty-three sermons by S. Parkes Cadman, Harry Emerson Fosdick, Francis J. McConnell, Joseph Fort Newton, Agnes Maude Royden, and other noted preachers.

**Strahan, Mrs. Kay Cleaver**

Footprints. 316p. D (Popular copyrights) [c.'28, '29] N. Y., Grosset 75 c.

**Sullivan, Alan**

A little way ahead. 316p. D [c.'30] N. Y., Dutton \$2.50

Felix Marbury, a London stockbroker's clerk, finds that he has the power of looking into the future, and so becomes a financial wizard, only to meet disaster through attempting to satisfy his personal ambitions.

**Takenobu, Y.**

The Japan year book; complete cyclopaedia of general information and statistics on Japan and Japanese territories for the year 1930. 718p. il., maps O '30 N. Y., Dixie Business Bk. Shop \$10

**Taylor, Horace, and McGoldrick, Joseph, eds.**

Readings in contemporary problems in the United States; v. 2. 839p. (bibl. footnotes) maps, diagrs. O c. N. Y., Columbia Univ. Press \$9.25

**Taylor Society**

Scientific management in industry; ed. by H. S. Person. 498p. (bibls., bibl. footnotes) il., diagrs. O '29 c. N. Y., Harper \$6

Twenty-six experts have contributed articles on several phases of manufacturing, selling and office work, to this volume.

**Tennyson, Alfred Tennyson, 1st baron**

The devil and the lady; ed. by Charles Tennyson [lim. ed.]. 78p. front. O '30 N. Y., Macmillan \$5

**Thomas, Elisabeth Wilkins**

Ella. 247p. D c. N. Y., Viking bds. \$2.50  
 A quiet novel telling the story of the childhood, girlhood and womanhood of Ella, who became an old-maid schoolteacher.

**Thomas, William Henry Griffith, D.D.**

The principles of theology; an introduction to the Thirty-nine Articles. 599p. (3p. bibl., bibl. footnotes) O '30 N. Y., Longmans \$4.25

A scholarly presentation of the Anglican Doctrine as it is embodied in the Articles—which are considered in the light of the historical circumstances which gave rise to them.

**Thomson, James**

Winter; a poem [lim. ed.]. 16p. F (Type

facsimile reprints; sixth ser.) [ '29] [N. Y., Oxford] pap. \$2.50

A facsimile reprint of the first edition, 1726.

**Tolstaia, Sofia Andreevna Bers, countess**

The Countess Tolstoy's later diary, 1891-1897; tr. by Alexander Werth. 267p. O [n. d.] N. Y. [Brewer & Warren] buck. \$3.50

The second and final volume of the diary of Tolstoy's wife.

**Van Winkle, Eleanor**

Verses of a happy lady. 112p. O '29 c. [La Jolla, Cal., Author, Box 183] bds. \$1.75

**Vernon, Frank Lawrence, D.D.**

Crucified; Good Friday addresses on the seven last words from the Cross. 74p. S [c.'30] Milwaukee, Morehouse Pub. Co. \$1

**Verrill, Alpheus Hyatt**

Gasoline-engine book for boys. 291p. il., diagrs. D (Harper's practical bk. ser.) c. N. Y., Harper \$2.50

A simple and practical guide for boys on the basic principles of gasoline motors.

**Vinaver, Eugene**

Malory. 216p. il. O '29 N. Y., Oxford \$5

**Wadia, Ardaser Sorabjee N.**

The message of Moses. 119p. front., map S (Message ser., no. 4) [ '29] N. Y., Dutton \$1.50

A study of the ideas and teachings of the great Jewish leader.

**Walter, Alexia E., and Walter, H. C.**

Betrayal. 255p. D [c.'30] N. Y., Dutton \$2  
 The hunt for a fanatical criminal known only as "The Wraith."

**Ward, Leo Richard**

Philosophy of value; an essay in constructive criticism. 273p. (22p. bibl.) D c. N. Y., Macmillan \$2.25

A Catholic evaluation of modern philosophic thinking.

**Waring, Malvina Sarah [Mrs. Clark Waring]**

One old reb [fiction]. 289p. D '29 Columbia, S. C., Author \$2

**Wast, Hugo, pseud. [Gustavo A. Martinez Zuvisia]**

The strength of lovers; tr. by Louis Imbert and Jacques Le Clercq. 315p. D c. N. Y., Longmans \$2.50

The adventurous story of two Spanish ladies, who sailed with Sebastian Cabot in 1526 on his quest for El Dorado.

**Smallwood, Mabel E.**

A guide for the study of plants. 103p. (3p. bibl.) Q [c.'16, '29] Bost., Heath bds. \$1

**Stimpson, William C., and Gray, Burton L.**

Foundry work; a practical handbook on standard foundry practice, including hand and machine molding with typical problems, casting operations, etc.; rev. by John Grennan. 202p. (bibl. footnotes) il., diagrs. O c. Chic., Amer. Technical Soc. \$2

**Swisher, Jacob Armstrong**

Herbert Hoover's boyhood. 13p. il. D [c.'29] Iowa City, Ia., Armstrong Pub. Co. apply

**Thews, Edmund R.**

Metallurgy of white scrap metal and residues. 397p. il. O '30 N. Y., Van Nostrand \$5.50

**Titus, Omar**

A tryst with nature at Turkey Run [verse]. no p. il. O [c.'29] [Marshall, Ind., Author] pap. 25 c.

**Topley, W. W. C., M.D., and Wilson, G. S., M.D.**

Principles of bacteriology and immunity; 2 v. 1360p. il. O '30 N. Y., Wm. Wood buck. \$15

Unions provide against unemployment. 109p. O '29 Wash., D. C., Amer. Federation of Labor pap. 75 c.

**Wetmore, Alexander**

A systematic classification for the birds of the world. 8p. O (Proceedings U. S. Nat'l Mus., no. 2821) '29 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. apply

**Winchell, Alexander N.**

Elements of optical mineralogy; pt. 3; Determinative tables; 2nd ed. 204p. O '29 N. Y., Wiley \$4.50



**Watson, Goodwin Barbour, and Spence, Ralph Beckett**

Educational problems for psychological study. 364p. (bibl.) D c. N. Y., Macmillan \$1.80

**Webster, Doris [Mrs. Samuel Webster], and Hopkins, Mary Alden, eds.**

Mrs. Grundy is dead; a code of etiquette for young people, written by themselves. 109p. D [c.'28-'30] N. Y., Century \$1.25

The answers of young men and women of college age to a questionnaire on what is considered correct in present-day society.

**Wedeck, Harry E.**

Humour in varro. 112p. '29 N. Y., A. Bruderhausen \$1.80

**Westermann, William Linn**

Upon slavery in Ptolemaic Egypt. 69p. (bibl. footnotes) front. Q '29 c. N. Y., Columbia Univ. Press \$3.75

A transcription of papyrus fragment containing a royal ordinance regarding the tax and fees to be collected upon sales of slaves.

**Weyant, Fanny Lee**

The tethered bubble. 299p. D [c.'30] N. Y., Century \$2.50

Laid in a woman's college in the nineties, this is the story of Celia Thorne, youngest instructor on the faculty, who finds life outside the academic walls.

**White, Alma Bridwell, D.D.**

The New Testament Church; rev. ed. 403p. il. D '29 c. Zarephath, N. J., Pillar of Fire \$1

**Whitley, Mary Theodora**

A study of the primary child [rev. ed.]. 186p. (2p. bibl.) D (Specialization ser.) '29, c.'22 Phil., Westminster Press 90 c.

**Who's who among North American authors;** v. 4, 1929-1930; ed. by Alberta Lawrence. 1385p. O [c.'21-'29] Los Angeles, Golden Syndicate Pub. Co. \$7.50

**Woodforde, Rev. James**

The diary of a country parson: the Reverend James Woodforde; v. 4, 1793-1796; ed. by John Beresford. 368p. (bibl. footnotes) il., map O '29 [N. Y.] Oxford \$4.25

Continuing the journal of the English parson in which are reflected the feelings of a rural community during a period of unrest caused by the Revolution in France.

**Worley, Rene M.**

The little princess has a birthday. 62p. il. (col.) T (Wee b'ks. for wee folks) [c.'30] Phil., Altemus bds. 50 c.

**Wycliffe, John**

Select English writings; ed. by H. E. Winn; preface by H. B. Workman. 220p. front. (por.) D '29 N. Y., Oxford \$1.50

**Wynne, May, pseud. [M. W. Knowles]**

Patient Pat. 62p. il. (col.) T (Wee b'ks. for wee folks) [c.'29] Phil., Altemus bds. 50 c.

**Yore, Clement**

Dusty Dan Delaney. 311p. D [c.'29,'30] N. Y., Macaulay \$2

A cowboy's courting leads him into a nest of bank robbers.

**Young, Charles Edmund**

French grammar; an aid to reading. 125p. D [c.'30] Bost., Ginn pap. \$1.48

The grammatical facts in this book are only those needed for ability to translate or read French.

## Title Index to The Weekly Record

Does not include the material listed in smaller type

Above the bright blue sky. Springs, E. W. 75 c. Grosset

Adventures of Joseph Andrews, The. Fielding, H. \$1 Scribner

Alimony. Cuthrell, F. B. 75 c. Grosset

Amazon, The. Paul, E. H. \$2.50 Liveright

America conquers Britain. Denny, L. \$4 Knopf

American tragedy, An. Dreiser, T. \$3 Liveright

Ancient emigrants. Broger, A. W. \$5 Oxford

Avenging parrot, The. Austin, A. \$2 Greenberg

Balzac, the man and the lover. Gribble, F. H. \$5 Dutton

Betrayal. Walter, A. E. \$2 Dutton

Bible stories retold. Hayes, H. W. \$1 Altemus

Black pigeon, The. Austin, A. 75 c. Grosset

Books and theatres. Craig, E. G. \$3 Dutton

Business biography of John Wanamaker, founder and builder, The. Appel, J. H. \$5 Macmillan

Califronia sunshne. \$1.50 M. J. Mahoney

Carl and Anna. Frank, L. \$2.50 Putnam

Case for India, The. Hoyland, J. S. \$2 Dutton

Challenge of the prophets, The. Ryan, O. \$1 Gospel Trumpet Co.

Children's percussion bands. Rusette, L. E. de. \$1.35 Dutton

Christ and Christianity. Fiske, C. \$3 Morehouse Pub. Co.

Christ in Islam. Robson, J. \$2 Dutton

Christian reunion in ecumenical light. Hall, F. J. \$1.50 Macmillan

Circle of vengeance, The. Jorgenson, N. \$2 Appleton

Crucified. Vernon, F. L. \$1 Morehouse Pub. Co.

Damen (Arnold), S. J. Conroy, J. P. \$2.25 Benziger Bros.

Death and renewal. Bjerre, P. C. \$3 Macmillan

Decisive wars of history, The. Liddell Hart, B. H. \$4 Little, Brown

Devil and the lady, The. Tennyson, A. T. \$5 Macmillan

Diary of a country parson, The. Woodforde, J. \$4.25 Oxford

- Disarmament. Johnsen, J. E. 90 c. *H. W. Wilson*  
Dunciad variorum, The. Pope, A. \$4.50 *Princeton*  
Durham (Lord). New, C. W. \$7.50 *Oxford*  
Dusty Dan Delaney. Yore, C. \$2 *Macaulay*  
Early Nevada. Fletcher, F. N. \$2 *A. Carlisle & Co.*  
Early sorrow. Mann, T. \$1.50 *Knopf*  
Economics of retailing. Nystrom, P. H. \$10 *Ronald Press*  
Eddy (Mrs.). Dakin, E. F. \$2 *Scribner*  
Educational biology. Eikenberry, W. L. \$2.48 *Ginn*  
Educational problems for psychological study.  
Watson, G. B. \$1.80 *Macmillan*  
Elder Pliny's chapters on chemical subjects,  
The. Pliny. \$5 *Longmans*  
Ella. Thomas, E. W. \$2.50 *Viking*  
Empty bed, The. Adams, H. 75 c. *Grosset*  
English mastery. Bowlin, W. R. \$1.32 *C. E. Merrill*  
Essay writer, The. Pocock, G. N. \$1.10 *Dutton*  
Essays in satire. Knox, R. A. \$2.50 *Dutton*  
Everyday art at school and home. Sawyer, D.  
D. \$3.50 *Bridgman*  
Exceeding small. Francke, C. 75 c. *S. French*  
Featherland. Garson, E. C. \$1.50 *McBride*  
Fifty poems. Dunsany, Lord. \$1.50 *Putnam*  
First Mrs. Chiverick, The. Matthews, A. 75 c. *S. French*  
Flower and vase. Lamplugh, A. \$1.75 *Scribner*  
Folk songs of the four seasons. Myers, S.  
\$1.75 *G. Schirmer*  
Footprints. Strahan, K. C. 75 c. *Grosset*  
Foxiana. Bell, I. \$6 *Scribner*  
France, a nation of patriots. Hayes, C. \$4.50 *Columbia Univ. Press*  
French grammar. Young, C. E. \$1.48 *Ginn*  
From Gretna Green to Land's End. Bates,  
K. L. \$3.50 *Crowell*  
Gasoline-engine book for boys. Verrill, A. H.  
\$2.50 *Harper*  
Great ones of ancient Egypt. \$10 *Scribner*  
Happy mountain, The. Chapman, M. \$1 *Grosset*  
Health care of the baby, The. Fischer, L. \$1 *Funk & Wagnalls*  
Heine. Atkins, H. G. \$2.50 *Dutton*  
Hidden woman, The. Hay, J., jr. 75 c. *Grosset*  
How to bid contract bridge. Kerwin, M. \$1 *Kerwin Co.*  
How to write good English. Bett, H. \$1 *Stokes*  
Humour in varro. Wedeck, H. E. \$1.80 *A. Bruderhausen*  
I saw Booth shoot Lincoln. Ferguson, W. J.  
\$2.50 *Houghton*  
If I had only one sermon to preach on immor-  
tality. Stidger, W. L. \$2.50 *Harper*  
In search of Scotland. Morton, H. \$3 *Dodd, Mead*  
In Xavier lands. Boyton, N. \$1.25 *Benziger Bros.*  
Inner Circle, The. Harvey, M. 75 c. *Longmans*  
Isabella Stockton. Evans, W. F. \$2.50 *Christopher Pub. House*  
Japan year book, The. Takenobu, Y. \$10 *Dixie Business Bk. Shop*  
Jeremiah the prophet. Calkins, R. \$2.50 *Macmillan*  
Jews without money. Gold, M. \$3 *Liveright*  
Journey's end. Maier, G. \$1.50 *Christopher Pub. House*  
Leisure. Hornblower, G. S. \$2.50 *Duffield*  
Let's go. Rath, E. J. \$2 *Watt*  
Liberty and despotism in South America.  
Jane, C. \$4 *Oxford*  
Life of George Washington, The. Marshall,  
J. \$20; \$15 *Walton Book Co.*  
Life of Solomon, The. Fleg, E. \$3 *Dutton*  
Light and shadow in religious life. Cohausz,  
O. \$3 *Benziger Bros.*  
Lincoln. Stephenson, N. W. \$1 *Grosset*  
Lino prints. Dobson, M. \$1 *Pitman*  
Little princess has a birthday, The. Worley,  
R. M. 50 c. *Altamus*  
Little way ahead, A. Sullivan, A. \$2.50 *Dutton*  
Living mind, The. Fite, W. \$3.50 *Dial Press*  
Lost "Book of the Nativity of John," The.  
Schonfield, H. J. \$1.75 *Scribner*  
Love expert, The. Kirkpatrick, J. A. 75 c. *S. French*  
Love parade, The. Holman, R. 75 c. *Grosset*  
Love's illusion. Beresford, J. D. \$2.50 *Viking*  
Low Countries and the Hundred Years' War,  
The. Lucas, H. \$4 *Univ. of Mich.*  
Luther and the Reformation. Mackinnon, J.  
\$6.40 *Longmans*  
Lycidas. Milton, J. \$25 *Harry L. Binsse*  
Maison, La. Bordeaux, H. \$1.80 *Ginn*  
Malory. Vinaver, E. \$5 *Oxford*  
Maltese falcon, The. Hammett, D. \$2 *Knopf*  
Mamba's daughters. Heyward, D. \$1 *Grosset*  
Marsh-fire. Farnham, M. H. 75 c. *Grosset*  
Mastering a metropolis. Duffus, R. L. \$3 *Harper*  
Medicine trust unmasked, The. Spivak, J. L.  
\$1 *Lous S. Siegfried*  
Meister (Wilhelm) and his English kinsmen.  
Howe, S. \$3 *Columbia Univ. Press*  
Memoirs of a midget. De La Mare, W. J.  
\$1 *Grosset*  
Men, marriage and me. Joyce, P. H. \$2.50 *Macaulay*  
Message of Moses, The. Wadia, A. \$1.50 *Dutton*  
Meteor. Behrman, S. N. \$2 *Brentano's*  
Missions our mission. Dodd, M. E. 60 c. *S. S. B'd. of So. Bapt. Convention*  
Mrs. Grundy is dead. Webster, D. \$1.25 *Century*  
Mistress, The. Foster, G. C. \$2 *Macaulay*  
Modern marriage. Popenoe, P. B. \$1 *Grosset*  
Modern wrestling, for the high school and  
the college. Otopalik, H. \$2 *Scribner*  
Mount Zion. Greene, G. \$2 *Dutton*  
Murder in the Pallant, The. Fletcher, J. S.  
75 c. *Grosset*  
Murder on the roof. Doherty, E. J. 75 c. *Grosset*

- Mystery of a butcher's shop, The. Mitchell, G. \$2 *Dial Press*  
 New Testament Church, The. White, A. B. \$1 *Pillar of Fire*  
 Newman (Cardinal). May, J. L. \$3.50 *Dial Press*  
 Northern Italy. Baedeker, K. \$6 *Scribner*  
 Northington dollar, The. Levin, E. \$2 *Guthrie Pub. Co.*  
 October, and other poems. Bridges, R. \$2 *Oxford*  
 One old reb. \$2 *M. S. Waring*  
 Our class visits South America. Law, F. H. \$1 *Scribner*  
 Painter's craft, The. Cortissoz, R. \$3.50 *Scribner*  
 Patient Pat. Wynne, M. 50 c. *Altemus*  
 Pay day. Asch, N. \$2.50 *Brewer & Warren*  
 Peter Rabbit and the little girl. Almond, L. S. 50 c. *Altemus*  
 Philosophy of value. Ward, L. R. \$2.25 *Macmillan*  
 Pinnacles of personality. Risner, H. C. \$3.50 *Putnam*  
 Pirate Jean. Kauffman, R. W. \$2 *Macaulay*  
 Plains of Abraham, The. Curwood, J. O. 75 c. *Grosset*  
 Plane trigonometry. Crawley, E. S. \$1.65 *F. S. Crofts*  
 Pleasure and instinct. Allen, A. \$4 *Harcourt*  
 Poems. \$1.50 *B. E. Hughey*  
 Poetical works; 6v. Bridges, R. \$2.25, ea. *Oxford*  
 Points west. Bower, B. M. 75 c. *Grosset*  
 Price of discontent, The. Johnson, M. \$2.50 *Johnson Publishers*  
 Pride and prejudice. Austen, J. 80 c. *Oxford*  
 Principles of theology, The. Thomas, W. \$4.25 *Longmans*  
 Racquet game, The. Danzig, A. \$4 *Macmillan*  
 Readings in contemporary problems in the United States. Taylor, H. \$9.25 *Columbia Univ. Press*  
 Redemption of Morley Darville, The. McKenna, S. \$2.50 *Dodd, Mead*  
 Restoration tragedy, 1660-1720. Dobrée, B. \$3 *Oxford*  
 Resurrection of man, The. Charles, R. H. \$2.50 *Scribner*  
 Retreat. Benstead, C. R. \$2.50 *Century*  
 Revolt of the fishermen, The. Seghers, A. \$2 *Longmans*  
 Roaring veldt, The. Cron, G. \$5 *Putnam*  
 Romantic period, The. Reed, A. G. \$1 *Scribner*  
 Savonarola. Misciattelli, P. \$3 *Appleton*  
 Scientific management in industry. Taylor Society. \$6 *Harper*  
 Select English writings. Wycliffe, J. \$1.50 *Oxford*  
 Selections from Old Testament literature. Bible. \$3 *Macmillan*  
 Seventeenth century, The. Clark, G. N. \$5 *Oxford*  
 Shackles of flesh. Anonymous. \$2 *Macaulay*  
 Ships of the seven seas. Daniel, H. \$2.50 *Dodd, Mead*  
 Short skirts. Eden, R. 75 c. *Grosset*  
 Shrieking pit, The. Rees, A. J. \$2 *Dodd, Mead*  
 Silver slippers. Bailey, T. 75 c. *Grosset*  
 Soul magnets. Spearman, H. K. \$1 *A. M. E. B'k. Concern*  
 Stable and saddle. McTaggart, M. F. \$5 *Scribner*  
 Standard catalog for public libraries; history and travel section. Sears, M. E. \$3 *H. W. Wilson*  
 Storm. Aminoff, C. \$3 *Dutton*  
 Storm bird. Panter-Downes, M. \$2 *Putnam*  
 Strength of lovers, The. West, H. \$2.50 *Longmans*  
 Study of the primary child, A. Whitley, M. T. 90 c. *Westminster Press*  
 Susan Lenox. Phillips, D. G. \$2.50 *Appleton*  
 Sweepings. Cohen, L. 75 c. *Grosset*  
 Tarpaper palace. Larrimore, L. 75 c. *Grosset*  
 Tethered bubble, The. Weyant, F. L. \$2.50 *Century*  
 Theotokia, the most beautiful of womankind. Marison, F. \$1.35 *Rapid Pr. Service*  
 Thing (The): why I am a Catholic. Chesterton, G. K. \$2.50 *Dodd, Mead*  
 This woman business. Levy, B. W. 75 c. *S. French*  
 Three gems, The. Schuette, F. A. \$2 *Stephen G. Clow*  
 Three plays. Menander. \$2.50 *Dutton*  
 Three strange lovers. Calverton, V. F. \$2.50 *Macaulay*  
 Thunder god, The. Kyne, P. B. 75 c. *Grosset*  
 Tips for traveling salesmen. Gasson, H. N. \$2 *B. C. Forbes Pub. Co.*  
 To-day's daughter. Ruck, B. \$2 *Dodd, Mead*  
 Tolstoy's (Countess) later diary, The. Tolstaia, S. \$3.50 *Brewer & Warren*  
 Upon slavery in Ptolemaic Egypt. Westermann, W. L. \$3.75 *Columbia Univ. Press*  
 Verses of a happy lady. \$1.75 *E. Van Winkle*  
 Very easy French reader. Nurse, F. E. 88 c. *Ginn*  
 Vox Domini. Humilis, C. \$3 *Morehouse Pub. Co.*  
 Wasted salt. Ogden, G. W. \$2 *Dodd, Mead*  
 White and black in Africa. Oldham, J. H. 75 c. *Longmans*  
 White satin dress, The. Andrews, M. 75 c. *Scribner*  
 Who killed Cavelotti? Newell, A. \$2 *Century*  
 Who's who among North American authors. \$7.50 *Golden Syndicate Pub. Co.*  
 Widow by proxy. Cushing, C. C. 75 c. *S. French*  
 Wild flowers and state flowers of North America. Gilbert, L. N. \$1.50 *Sully*  
 Winter. Thomson, J. \$2.50 *Oxford*



# Old and Rare Books

*A Monthly Department*

## Romantic Stories of Books

John T. Winterich

SECOND SERIES

VII

*Bacon's Essays*

**F**RANCIS BACON, Baron Verulam, Viscount St. Albans, contrived to establish for his reputation the odd distinction of being the supremely unromantic figure of a romantic age. Drake, Sidney, Marlowe, Buckingham, Elizabeth, Essex, Raleigh, Shakespeare, Ben Jonson, Guy Fawkes, Izaak Walton, Captain John Smith (and, for that matter, Pocahontas), Galileo, Gustavus Adolphus and Suleiman the Magnificent are on the glamorous roster of his contemporaries, but against the background of his spacious day Bacon is subdued to inconspicuousness by the protective coloring of the astute and cautious politician. He acted well his part, though there all the honor did not lie; he rose to be Lord Chancellor of England, and at the end, or very near the end, he fell into disgrace,

convicted of bribery of the pettier order and conceding the justice of his conviction. Had he held to the lower—even the lowest—level of political preferment, instead of ris-

ing to a place only second to the King's own majesty, his would be merely the time-dulled story of the erring alderman caught with the boodle. His latest biographer, Byron Steel,\* does not accept the rather commonly held view that his disgrace killed him. Bacon survived his humiliation five years; he died (it is the Baconian anecdote with which everyone is familiar) as the result of a chill contracted in stuffing the body of a fowl with snow. No one seems to know what became of the fowl, but the theory of



*Print by Courtesy of Robert Fridenburg Galleries.*

*"Lord Bacon." From a Print by I. Houbraken, 1738.*

cold storage was presumably proved.

\*Sir Francis Bacon: The First Modern Mind. Garden City, New York: Doubleday, Doran & Co., 1930.

It was a ridiculous demise, but, its superficial absurdity set aside, it fits the picture and somewhat pathetically dignifies it. "I have taken all knowledge to be my province," Bacon declared, not at sixty-five on his death-bed, but at thirty-one. He held to his course, if not "beyond the utmost bound of human thought," at least to the uttermost edge discernible in his day—and that, too, in every department of intellectual activity. Bacon's day was, perhaps, the latest moment in history when anything like omniscience was within the limits of human attainment; even in his day, Bacon's was, perhaps, the only mind which could achieve it. At least his was the only mind that did.

Francis Bacon—never Lord Bacon, any more than Lord Northcliffe was ever Lord Harmsworth—was a native Londoner, the son of Sir Nicholas Bacon, Lord Keeper of the Great Seal. He was born in 1561, and so was "just two years younger than your Majesty's happy reign," as he took care to remind Elizabeth (at parental instigation, Mr. Steel surmises) on the occasion of a youthful visit to court. His upbringing was that of the well-to-do young gentleman of his day—four years of Cambridge and two years of France in the entourage of the English ambassador. He was recalled to England by the death of Sir Nicholas to find that his days of ease were over—at least until he should restore them by his own efforts. He entered Gray's Inn, studied law with not too severe application, and became one of the company of tip-toers on the outer fringe of the court circle. When he was about thirty he came to know the effulgent Essex, already a person of great moment at twenty-five, but even this powerful friendship, through no fault of Essex's, availed Bacon less than he hoped, and it was only by using his friend's prostrate body as a bridge to favor that Bacon finally came to sovereign notice. The fact that Bacon appeared as prosecutor when Essex faced trial first for disobedience and then for high treason has won him the deservedly adverse verdict of posterity. Francis Bacon himself, callous self-seeker that he was, finally felt the sting of reproach and attempted a defense of his behavior, putting the blame on Elizabeth, who then happened to be quite as dead as Essex.

"The life of Francis Bacon," declared Dean Church, "is one which it is a pain to write or to read." The record is available in brief in his own study in the *English Men of Letters Series* and in Mr. Steel's new monograph, among others, and, at vast extent, in the seven-volume biography of Professor Spedding, who did for Bacon what Professor Masson did for Milton. Of Bacon the philosopher (who has been ignored in the foregoing paragraphs in favor of Bacon the practical politician and ambitious servitor) a compact summary is available in Will Durant's "The Story of Philosophy." Bacon's first writing, as his last, was in the field of philosophic speculation. But it is not by the "Novum Organum" or "The Advancement of Learning" that his name has won a degree of familiarity that sets Bacon's among the great names in a day when the standards for immortality were never so high.

Bacon was thirty-six years old when there was issued, with the imprint of Humphrey Hooper, his "Essays," dedicated to his older brother Anthony, and published, the epistle dedicatory declared, "to prevent stealing." "These fragments of my conceits were going to print," Bacon declared. "To labor the stay of them had been troublesome, and subject to interpretation; to let them pass had been to adventure the wrong they mought recive by untrue copies." The only thing to be done, therefore, was "to publish them myself, as they passed long ago from my pen, without any further disgrace than the weakness of the author."

This illusion to an intended piracy is the sum of our exact knowledge that such an endeavor was being made, but there is no reason to doubt it. An exact parallel was provided a century and a half later by Gray's "Elegy," as has already been explained in this series, the principal difference being that in Gray's case every essential detail of the story is known.

The first edition of the "Essays" was by no means the book of that title which the world knows today. It contained only ten essays, and opened, not with "Of Truth" but with "Of Studie," which contains perhaps the best known Baconian apothegm—certainly the best-known which the world inevitably associates with Bacon: "Reading maketh a full man; con-

ference a ready man; and writing an exact man."

The original edition of the "Essays" has reached a pitch of rarity enjoyed by few of the classics of English literature. By comparison the number of First Folios of Shakespeare are, in a manner of speaking, as the sands of the sea. Of the original "Pilgrim's Progress," which legitimately symbolizes excessive rarity, more than twice as many copies survive as of the "Essays." Seymour de Ricci, in "The Book Collector's Guide" (1921), listed five known copies, plus a unique copy in twelvemo with the same date and imprint as the octavo edition. Of these six copies of 1597 date, one is in the British Museum, three are at Cambridge (including the twelvemo copy), one is in the Huntington Library and one in the library of the Elizabethan Club at Yale. England, therefore, owns just twice as many copies as America (proving that America does not enjoy a monopoly or even a majority of all rare books). All six copies, it will be noted, are in institutional collections, so that if a copy of the first edition of the "Essays" should come on the market it would have to do so as the result of a fortuitous find.

The last copy of the first edition to reach the market (the Huth copy, now in the Huntington Library) brought £1950 in 1911. There are not many rare books for which one must go back nearly twenty years to find an auction record. And this fact obviously makes any attempt to fix a current valuation a matter of merest guesswork. It can only be estimated that the

price would probably be somewhere between fifty and one hundred thousand dollars, with the possibility that two or three enthusiastic bidders might readily override the latter figure if the chase grew hot.

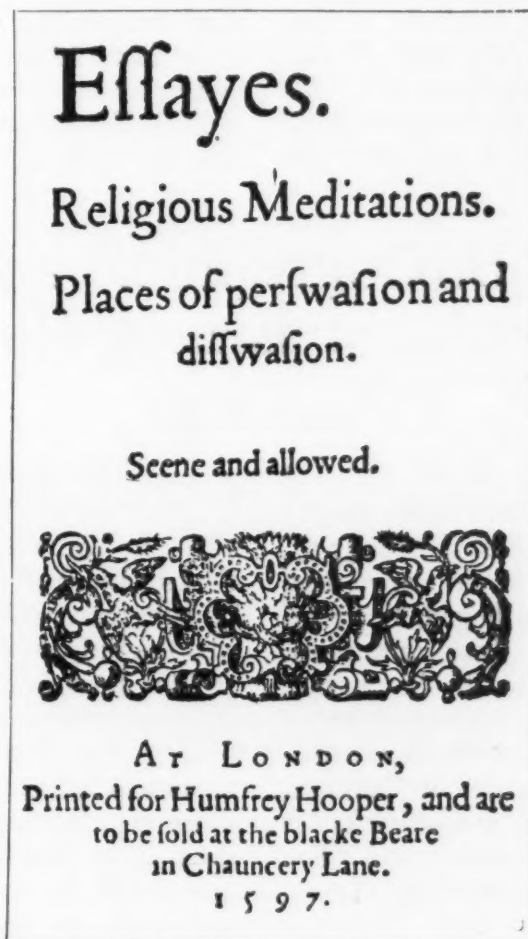
The "Essays" was reissued in 1598. Thereafter no new edition appeared until 1606, when a pirated issue was put out, to provide ultimate proof to posterity that

nine years after its original publication a demand for the book existed which was impressive enough to warrant its larceny. There is a possibility that a pirated edition was also issued in 1604, but no copy is known to exist.

Not until 1612 did a second edition appear. It contained thirty-eight essays—nine of the ten in the original edition and twenty-nine new ones—and so bulked nearly four times the size of the 1597 edition. Two known piracies of the same date prove that the fame of the "Essays" was steadily growing, and added evidence was offered in 1618 and 1619 with the appearance of an Italian and a French translation respectively.

The last edition to be published during Bacon's lifetime appeared in 1625, the year before his death. It included fifty-eight essays—half again as many as the edition of 1612, and nearly six times as many as the edition of 1597. Yet the word content of the "Essays" at its greatest extent is about half that of the average-size contemporary novel. The text and arrangement of the 1625 edition have been followed, without noteworthy exception, in every reprint that has since been issued.

The matter of the composition of the



*Title-page of the first edition, published when Bacon was thirty-six*



"Essays" has been ignored up to this point in the present paper for the reason that the widely separated dates of the early editions and the steady increase in their bulk throw so much and such readily understandable light on the business. The essays were simply the distillation of a lifetime's wisdom by the wisest man of his day.

The "Essays" is of the company of books of which any early edition is of impressive value. The Huth copy of the first edition, as has been noted, brought nearly £2000 in 1911. At the same sale a copy of the 1598 issue brought £200—and this was eighteen years ago, let it be remembered. And this very copy figures in what A.

Edward Newton calls "the most touching story in all the history of book-collecting." It was bought by Quaritch for Harry Elkins Widener, and as Widener "dropped in to say good-bye," Mr. Newton relates at the very end of the "Amenities," "and give his final instructions for the disposition of his purchases, he said: 'I think I'll take that little Bacon with me in my pocket, and if I am shipwrecked it will go with me.'" With his father and mother he sailed for America on the *Titanic*. Father and son were lost, Mrs. Widener and her maid were saved.

Did Bacon write "Shakespeare"? To date the no's have it.

## Some Notes Bibliographical and Otherwise on the Books of Ernest Hemingway

Vrest Orton

THESE notes, later to be incorporated into a more definitive bibliography of the works of Ernest Hemingway, must not be considered in any way definite themselves. It is hoped, however, that the publication of them will assist the compiler, by bringing to his notice, through the readers of the *Publishers' Weekly*, further bibliographical information. The compiler is aware, for example, of the existence of an early publication of Hemingway's "Three Stories and Ten Poems," but no copy is available for examination.

in our time / by / ernest hemingway.  
paris and london. 1924

This book, supposedly Hemingway's first published volume, is certainly curious. It was one of the first examples of the capital-letter-aborrence school in Paris. (See transcription of title-page above.) The book, consisting of 32 pages, was bound in decorated boards and measured 6 $\frac{3}{8}$  by 10 $\frac{1}{4}$  inches. It was limited to 170 numbered copies, as stated in the colophon. So far as is known, no copy has yet come up for auction in this country. Hemingway, as a collectors' author, gets off to a flying start with "in our time," for it must be a comfortably scarce item. The copy from which these notes were taken is the

property of Maxwell Perkins, editor of Charles Scribner's Sons, who kindly lent it to the compiler. It was given to Mr. Perkins the year after publication, 1925, by Hemingway, who said at the time that it was the only copy to be procured in Paris.

This book is particularly interesting as it introduced Hemingway to American publishers, two of them at least being so immediately affected that they made simultaneous attempts to get Hemingway on their lists. Scott Fitzgerald brought "in our time" to the attention of Mr. Perkins, who at once dispatched a letter to Hemingway followed by another five days later. Hemingway, who was traveling in Austria at the time, evidently failed to receive the first letter, and before the second one reached him he had accepted an offer from Horace Liveright who had, in the meantime, cabled for permission to bring out a book of Hemingway's short stories. Consequently another book called "In Our Time" was issued by Boni and Liveright on October 5th 1925. All the rest of Hemingway's books have been published by Scribner's.

"In Our Time." New York, Boni and Liveright, 1925.

This book carried the same title as the Paris edition and included the text of that

edition split up and printed in Italic type under the chapter heads between the short stories of the new volume. There have been four printings to date. It is still in print, and presents no problem to the collector since the notice of the printing appears on each copyright page.

"The Torrents of Spring. A Romantic Novel in Honor of the Passing of a Great Race." *New York, Scribner, 1926.*

There have been three printings of this book, two in 1926 and one in 1928, but no notice of them appears on the copyright page. Mr. Harold Cadmus of the Scribner Press, who has done a great deal of research for the compiler on the books that have been printed in his establishment, states that according to all existing records in his office the first and second printings are identical. Certainly no changes in text, format, or on preliminary pages have been recorded; and since, in the Scribner press, all changes in their books are noted with a high degree of accuracy, it is safe to assume that there is no difference between these two printings. It will be noticed that on the dedication page the name S. Stanwood Menken, which is coupled with that of Henry Louis Mencken, is spelt "Mencken." It may be that this redundant "c" was intentionally included, for it persists through all printings, and makes no "point."

"The Sun Also Rises." *New York, Scribner, 1926.*

This book has been put to press ten times. Three printings came out in the year of publication, four in 1927, two in 1928, and one in 1929.

In the first printing, October 22nd 1926, on page 181, in the ninth line from the bottom, the word *stopped* was incorrectly spelled "stoppped," with three "p's."

In the second printing, November 1926, a plate correction was made and "stoppped" (See above) was spelt correctly.

The third printing, December 1926, was identical with the second.

In the fourth printing, January 14th 1927, nine plate errata were corrected, and at the request of the author the first sentence of the quotation from Ecclesiastes was omitted. (The plate errata will be

included in the complete Hemingway bibliography which is in preparation.)

The collector will want the original dust-wrapper with a blurb on the inside front flap, reviews on the back cover, and three reviews of "The Torrents of Spring" on the inside back flap. All these were altered later.

"Today is Friday." *Englewood, New Jersey, 1926.*

The As Stable Pamphlets.

This eight page pamphlet was issued in white paper wrappers with an illustration in outline and the following script, "Jean L'impuissance á convaincre," on the front cover. It was enclosed in an envelope of white paper with a geometric design on the front. There were 300 numbered copies, 260 for sale. It is moderately scarce.

"Fiesta." *London, Cape, 1927.*

This is the first English edition of "The Sun Also Rises." On page (v) there is an author's note about the fictitiousness of his characters similar to the one later printed in "A Farewell to Arms."

"Men without Women." *New York, Scribner, 1927.*

There have been six printings of this book, the first on October 14th 1927, four more before the year was out, and one in March 1928. In the first lot of books bound and issued on October 14th 1927, the yellow lining papers were a shade lighter in tone than those which came later. No notices of the printings appeared on the copyright pages, and no record of any changes exists in the offices of the Scribner Press. There is then, so far as can be ascertained, no mark to distinguish the 1927 printings one from another, except the rather dubious point of the lining papers. The dust-wrapper which goes with the first issue may be spotted by the absence of any printing on the dark yellow, or orange, bands across the top and bottom. In later printings excerpts from reviews were printed upon these bands.

"A Farewell to Arms." *New York, Scribner, 1929.*

To date there have been seven printings

of this last book. The first printing was out on September 27th, in 1929. Soon afterwards a letter from Hemingway was received by the publishers, requesting that a note to the effect that the characters in the novel were all fictitious be inserted in the book.

This note read "None of the characters in this book is a living person, nor are the units or military organizations mentioned actual units or organizations. E.H." The first printing is, therefore, marked by the absence of this note, for the second and third printings contain it; but some time later Mr. Perkins wrote Hemingway sug-

gesting that there was no real necessity for the note, which had been inserted at Hemingway's request with a view to protecting the publishers. And in the fourth and all subsequent printings the note was omitted. The printings, however, can be distinguished by the notices which appear on the copyright page. In the first five printings the dust-wrapper had a blurb on the inside front flap in which the name of the heroine was misspelled "Katherine Barclay."

There was also a limited edition, consisting of 510 copies—500 for sale—signed by the author.

## Sale of Illustrated Books

*The Largest Collection of Colored Plate Books Ever Sold at Auction in This Country*

THE sale of the extensive Cruikshank collection and colored plate books from the library of the late Sir David Lionel Goldsmid-Stern Salomons, of Broomhill, Tunbridge Wells, England, by the American Arts Association, Anderson Galleries, Inc., on January 17 and 18, and 29 and 30, will rank as one of the most interesting sales of the season. In its own special field it is, we believe, the largest and most important sale ever held in this country. The two parts, comprising 1,388 lots, brought \$94,095. The highest priced lot was a collection of original drawings, rare engravings, portraits and printed matter depicting the history of ballooning and aerial navigation, from the invention of the balloons by Montgolfier to 1869, and illustrating the careers of all the most famous professors of the art. The collection was brought together and arranged by Charles

Green, the celebrated aeronaut. Two volumes, imperial folio, contained this material and a third supplementary volume contained advertisements, bills, posters, etc., of the balloon ascents of Charles Green, collected by himself and forming a record of his lengthy career both in England and abroad, 1822 to 1854. This has been regarded as the earliest and most complete collection of its kind in private hands. It brought \$6,750 which was not regarded as high. The next item in value was "The Roadsters Album," folio, in original cloth, colored and engraved title-page attributed to Henry Alken, and 16 colored plates by C. B. Newhouse, published in London in 1845. This fine copy of the first edition sold for \$3,900.

Other interesting and valuable lots at the sale and the prices realized were the following:

Ackermann (Rudolph). *The Repository of Arts, Literature, Commerce, Manufactures, Fashions, and Politics*. Vols. I-XIV. Illustrated with about 500 plates, almost entirely in colors. 8vo, half calf, London, 1809-16. \$210.

Ackermann. "A History of the University of Oxford, its Colleges, Halls and Public Buildings." Portrait and 81 colored plates. 2 vols., 4to, original russia, London, 1814. First edition. \$375.

Ackermann. "A History of the University of Cambridge, its Colleges, Halls, and Public Buildings." Portrait and 79 colored plates. 2 vols., 4to., original russia, London, 1815. First edition. \$375.



Ackermann. "The History of the Colleges of Winchester, Eton, and Westminster," etc., 48 colored plates. 4to., half brown crushed levant, London, 1816. First edition. \$325.

*Ackermann's Poetical Magazine*. Vols. I-IV. With 52 colored plates by Rowlandson and others. 8vo., original boards, with paper label, uncut. London, 1809-11. First edition. \$500.

Aeronautics and Vauxhall Gardens. A collection of about 500 autograph letters, broadsides, portraits, colored plates, original drawings, etc., relating to Vauxhall Gardens and its balloon ascents. Inlaid to folio and bound in 4 vols., half morocco, by Zaehnsdorf. \$575. 1820-1840.

Alken (Henry). "Qualified Horses and Unqualified Riders," etc., 7 colored plates by Henry Alken. Oblong 4to., half levant wrappers bound in. London, 1815. Fine copy of Alken's first colored plate book. \$520.

Alken. "Sporting Discoveries, or, the Miseries of Hunting," 7 colored plates by Alken. oblong 4to., half morocco wrappers bound in. London, 1817. First separate edition of a work that seldom appears in the auction room. \$1,300.

Alken. "Illustrations for Landscape Scenery," 24 colored plates by Alken, oblong, 4to., levant morocco by Morrell. London, 1821. First edition. \$310.

Alken. "A Cockney's Shooting Season in Suffolk," colored plates by Alken, folio, half levant by Revière. London, 1822. First edition. \$1,150.

Alken. "Hunting, or Six Hours Sport. Six colored plates by Alken. Oblong folio, half red morocco. London, 1823. First edition, very rare. \$550.

Alken. "Indispensable Accomplishments," etc. 4 colored plates. Oblong folio, half levant by Revière. London, 1824. Exceedingly rare publication. \$650.

Alken. "National Sports of Great Britain," 50 colored plates by Alken. Royal 8vo., crimson levant, London, 1825. First octavo edition. \$400.

Alken. "Military Duties, Occurrences," etc., manuscript title and 56 hand-colored etchings, inlaid within engraved borders. Royal 8vo., contemporary straight-grain morocco, London, 1827. Only two copies ever sold at auction in England and this the first in America. \$900.

Alken colored plates. *The Sporting Repository*, 19 colored plates by Alken and others, 8vo, levant, London, 1822. First edition of this short-lived periodical of which only six numbers were published. \$950.

*The Annals of Sporting and Fancy Gazette*, 153 colored plates by Alken, Cruikshank and others. 13 vols., 8vo., calf, London, 1822-28. Rare. \$1,200.

Apperley (C. J.). "Memoirs of the Life of the late John Mytton," 12 colored plates by Alken. 8vo., levant by Revière, London, 1835. First edition. \$750.

Audubon (John James). "The Birds of America," 500 colored plates, 7 vols., royal 8 vo., half levant, New York, 1840-44. First octavo edition. \$720.

Carey (David). "Life in Paris," 21 colored plates by George Cruikshank, royal 8vo, levant, London, 1822. Large paper edition. \$400.

Combe (William). "The Tour of Dr. Syntax in Search of the Picturesque," "The Second Tour of Dr. Syntax in Search of Consolation," "The Third Tour of Dr. Syntax in Search of a Wife," illustrated with fine colored plates by Thomas Rowlandson, 3 vols., levant morocco, London, 1812-20-21. First editions. \$410.

Cox (David). "Six Views of the City of Bath," 6 colored aquatint plates engraved after drawings by David Cox. Oblong 4to., levant by Revière, London, 1820. First edition. \$350.

Cruikshank. "The Comic Almanack," illustrated by George Cruikshank, many plates in color. 19 vols., in 5., 12mo., and small 12 mo., levant by Revière, London, 1835-53. \$210.

Cruikshank (George). "Monstrosities," 12 colored caricatures, by George Cruikshank, oblong folio, levant by Revière, London, 1816-26. The Bruton copy, with original colored drawing of one of the plates with caption signed by the artist. \$540.

Cruikshank. "The Gin Shop," woodcuts by George Cruikshank. 12 mo., levant. London, 1869. First edition. Inserted are 25 pp., of original sketches or tracings of illustrations. The Bruton copy. \$650.

Cruikshank. A collection of about 350 caricatures, mostly in colors; mounted, inlaid, or folded to folio. London. n. d. \$1,750.

Cruikshank (Robert). "Going to the Fight," A series of colored aquatint views and scenes, mounted in successive order on a strip of cloth. London, 1819. \$360.

Daniell (William). "A Voyage Round Great Britain, undertaken in the Summer of the Year 1813," etc. By Richard Ayton. With 308 colored aquatints by William Daniell. 8 vols., in 4, folio, morocco. London, 1814-25. \$670.

Egan (Pierce). "Life in London," etc., 36 colored aquatints by I. R. and G. Cruikshank. 12 parts bound in one volume. London, 1821. First edition. \$610.

Forrester (A. H.). "The Holiday Grammar," Frontispiece and six divided plates by George Cruikshank. Small 4to, levant by Revière, London, 1825. Genuine first edition with the frontispiece bearing the correct date. \$700.

Gould (John). "The Birds of Europe," 448 colored plates, 5 vols., atlas folio, morocco by Hering, London, 1837. \$325.

Gould. "The Birds of Australia," 681 colored plates, 8 vols., atlas folio, morocco, London, 1848-69. A fine copy with the Supplement. \$750.

Gould. "The Birds of Asia," 530 colored plates, 7 vols., atlas folio, morocco by Revière, London, 1850-83. Gould's finest work. \$950.

Gould. "A Monograph of the Trochilidae," etc., with Supplement, 418 colored plates, 6 vols., atlas folio, morocco. London, 1861-87. \$525.

Grimm (J. L. and W. K.). "German Popular Stories," 22 etched plates by George Cruikshank, 2 vols., 12 mo., levant by Revière. London, 1823-26. First issue of the first edition. \$525.

Ireland (William H.). "The Life of Napoleon Bonaparte," 24 colored plates by George Cruikshank, 4 vols., 8vo, levant. London, 1828. A tall copy of Cumberland's issue of this famous work. \$510.

Kosewitz (W. F. Von). The series of 20 etchings by George Cruikshank after Crowquill, for the "Eccentric Tales," London, 1827. Unique set of proofs with drawings. \$520.

Marryat (Captain). "The Progress of a Midshipman," 8 colored plates by George Cruikshank, oblong 8vo, morocco. London, 1820. The Burton copy of the first state. \$550.

*The Scourge: or, Monthly Expositor of Imposture and Folly.* Illustrated with the complete set of 76 colored plates, 72 of which are folding plates by George Cruikshank and others. 12 vols., 8vo, levant. London, 1811-16. A complete set of the rarest of periodicals illustrated by Cruikshank. \$625.

# Modern English First Editions

ARTHUR ANNESLEY RONALD FIRBANK, 1886-1926.

*A Bibliographical Check List of the First Editions of His Books*  
Compiled by H. S. Boutell

**R**ONALD FIRBANK has never been widely read nor collected, but most of his readers have been his collectors as well. First editions of his books are to be had at moderate prices. The first item on this list is, perhaps, the rarest.

"Odette D'Antrevernes, and A Study in Temperament." *London, Mathews, 1905.*

On the title-page the author's name was given as Arthur Firbank, though his full name appeared on the front cover. Issued simultaneously in pale pink wrappers lettered in pale blue, and in pale blue lettered in gilt. The first story has the subtitle "A Fairy Tale for Weary People." Of this first story there was an edition of ten copies bound in vellum for presentation only.

"Vainglory." *London, Richards, 1915.*

Frontispiece by Felicien Rops.

"Odette. A Fairy Tale for Weary People." *London, Richards, 1916.*

Four illustrations by Albert Buhrer. Without "A Study in Temperament."

"Inclinations." *London, Richards, 1916.*

Two drawings by Albert Rutherston (Rothenstein).

"Caprice." *London, Richards, 1917.*

Frontispiece by Augustus John. On the verso half-title is a list of books by the same author including "Glenmouth: A Romantic Novel (In Preparation)" which later appeared as "Valmouth."

"Valmouth. A Romantic Novel." *London, Richards, 1919.*

Frontispiece by Augustus John.

"The Princess Zoubaroff. A Comedy." *London, Richards, 1920.*

Frontispiece and decoration by Michael Sevier.

"Santal." *London, Richards, 1921.*

"The Flower Beneath the Foot. Being a Record of the Early Life of St. Laura de Nazianzi and the Times in Which She Lived." *London, Richards, 1923.*

A decoration by C. R. W. Nevinson and portraits by Augustus John and Wyndham Lewis. Contains at the back a pre-publication announcement of "A Study of West Indian Life and Manners" which appeared as "Prancing Nigger."

"Prancing Nigger." *New York, Brentano, 1924.*

Introduction by Carl Van Vechten. The English edition of this book was called "Sorrow in Sunlight" and was published in London by Brentano in 1925, limited to 1000 copies.

"Concerning the Eccentricities of Cardinal Pirelli." *London, Richards, 1926.*

"Works." *London, Duckworth, 1928.*

Introduction by Arthur Waley. Biographical memoir by Osbert Sitwell. 5 vols. Limited to 235 copies.

## BIBLIOGRAPHICAL MATERIAL

"A Bibliographical Check-List of First Editions of the Works of Ronald Firbank." *New York, Phoenix Book Shop, Catalogue No. 4, 1926.*

"A Bibliography of the First Editions of Books by Arthur Annesley Ronald Firbank (1886-1926)." Compiled by P. H. Muir. *London, Supplement to The Bookman's Journal, 1927.*



## Limited Editions of the Month

HARRY LORIN BINSSE (54 W. 11th St.)

*Lycidas*, by John Milton, four original etchings by Philip Evergood, 60 copies, \$25. New York.

THE CARTERET BOOK CLUB.

Alias Walt Whitman, by Harvey O'Higgins, Richard W. Ellis designer, 200 copies, \$3.00 for members; \$5 for non-members, New York, 15 Park Row.

THE DERRYDALE PRESS

*Gentlemen Up*, by J. Churchill Newcomb, Paul Brown illustrator, 15 color plates, 15 black and white in de luxe and an original signed etching also. Eugene Connett designer, 14 pt. Caslon Old Face type, 850 regular, 75 de luxe signed by author, regular \$25.00, de luxe \$75.00.

HOUGHTON MIFFLIN COMPANY (The Riverside Press)

"Daughters of Eve," by Gamaliel Bradford, 12pt. Caslon type, cloth, paper label, 200 autographed copies, \$5.00. Boston.

"I Saw Booth Shoot Lincoln," by W. J. Ferguson, 12 pt. Baskerville type, cloth, paper label, 1000 copies, first edition, \$2.50.

THE MACMILLAN COMPANY

*The Devil and The Lady*, by Tennyson, Charles Tennyson editor, 500 copies, \$5.00.

VREST ORTON

*The Quintessence of Nathanism*, by Vladimar Kozlenko, 300 copies, \$2.50. New York.

PLANDOME PRESS

*Backwoods Sketches*, by Ernest St. Clair Bijou, Robert Scott Pace, 500 copies, \$2. New York.

## THE TRUE TRAVELS,

ADVENTURES & OBSERVATIONS

OF CAPTAIN JOHN SMITH IN

*Europe, Asia, Africke, and America:*

*beginning about the yeare 1593, and*

*continued to this present 1629.*



### Chapter i.

*His Birth; Apprentiship; Going into France; His beginning with ten shillings and three pence; His Service in Netherlands; His bad passage into Scotland; His returne to Willoughby; And how he lived in the Woods.*



He was borne in Willoughby in Lincolne-shire, and a Scholler in the two Free-schooles of Alford and Louth. His father anciently descended from the ancient Smiths of Crudley in Lancashire; his mother from the Rickands at great Heck in York-shire. His parents dying when he was about thirteene yeeres of age, left him a competent meanes, which hee not being capable to manage, little regarded; his minde being even then set upon brave adventures, sould his Satchell, bookes, and all he had, intending secretly to get to Sea, but that his fathers death stayed him. But now the Guardians of his estate more regarding it than him, he had libertie enough, though no meanes, to get beyond the Sea. About the age of fifteene yeeres hee was bound an apprentice to M<sup>r</sup> Thomas Sendall of Linne, the greatest Merchant of all

*From one of finest limited editions in many days: a Rimington and Hooper volume, designed by Richard Ellis*

THE VIRGINIA PRESS, INC.

*Virginia Woodcuts*, by J. J. Lankes, introduction by Charles Harris Whitaker, 64 pages, copies sold in advance of publication will be autographed by artist, \$7.50. Newport News, Va.

EDGAR H. WELLS & CO., INC. (James Tregaskis & Son)

A Facsimile Reproduction of a Unique Catalogue of Laurence Sterne's Library, Preface by Charles Whibley, 180 copies, \$8.00.

## Old and Rare Books

Frederick M. Hopkins

THE part of the auction season before the holidays had few important sales compared with recent years. The forced sales anticipated by a few because of the Wall Street panic in November has had no appreciable effect in bringing rare books into the auction room, and there are no indications that it will. The scarcity of good auction material for the rich collector, which Mitchell Kennerley pointed out more than a year ago, is particularly characteristic of this season. Up to this point there have been very few collections that have aroused the keen interest of collectors. That they are watching the auction rooms closely is apparent from the fact that when anything really worthwhile comes along it brings a good price, and sometimes new records are made. The situation in London seems more favorable because the supply of rare books and manuscripts is larger in England than America, and the drift toward the auction room is greater. Sotheby's have been doing comparatively well, but it is said that it is the American collectors that are furnishing the competition that is maintaining the value of rare books and manuscripts.

THE revolt against much of modern literature is growing. Stanley Baldwin, as presiding officer of the Sir Walter Scott Club, sounded a distinct note for the fiction of Scott, and the masterpieces of the last century. Augustine Birrell, interviewed on his eightieth birthday, says that there is a lot of modern literature which he simply cannot read. "Jane Eyre" is worth a cartload of the trash which is being published nowadays." At some of the Dickens Fellowship meetings fiction of the Victorian period has been compared with that of the last decade and the editorial endorsements have been most significant. There are unmistakable indications that the appraisal of American and Eng-

lish literature, especially of fiction, of the last two decades has begun in real earnest. This appraisal will be watched very closely by collectors, and values of the first editions of more recent authors will be affected very much by it.

THE library of the late G. W. H. Ritchie of Providence, R. I., and of A. W. Tillinghast of Englewood, N. J., with additions, were sold on February 5 and 6 by the American Art Association, Anderson Galleries, Inc., 430 lots bringing \$17,927.50. The star lot was a first edition in collected form of "The Federalist," 2 vols., 12mo, original calf covers (loose) New York, 1788, which sold for \$1,050. Other representative lots and the prices realized were the following: Lewis Carroll's "Alice's Adventures in Wonderland," red cloth, London, 1866, second edition, \$350; Cicero's "Cato Major," etc., 8vo, brown levant morocco by Zaehnsdorf, Philadelphia, 1744, first issue of the first edition of the most celebrated production of the press of Benjamin Franklin, \$575; A. Edward Newton's "Amenities of Book Collecting," Boston, 1918, first edition, \$55; Mark Catesby's "The Natural History of Carolina, Florida and the Bahama Islands," 2 vols., folio, contemporary russia, London, 1831-43, first edition, \$180; "Nuremburg Chronicle," folio, old calf and boards, Nuremburg, 1493, first edition, \$250; Robert Louis Stevenson's "New Arabian Nights," 2 vols., sage green cloth, London, 1882, first edition, \$500; "Treasure Island," original sage green cloth, London, 1883, first edition, \$400; "A Child's Garden of Verses," blue cloth, London, 1885, first edition, \$205; and "Prince Otto," cloth, London, 1885, first edition, Sir Sidney Colvin's copy with his autograph on half title, and laid in is the penciled autograph manuscript of the original unpublished preface, signed with initials, 1¼ pages. This

must have been subsequently published, as the book appeared without a preface. Price realized, \$425.

**T**WO relatives of Edgar Allan Poe, Elizabeth Ellicott Poe and Mrs. Vylla Poe Wilson, sisters living in Washington, have published the first number of *The Stylus*, a bimonthly devoted to literature, the fine arts, politics and the drama, in honor of the magazine that Poe long planned but never established. A portion of the proceeds from the sale of *The Stylus* will be set aside to found Poe awards and prizes for students of literature, poets and authors. In the January number an annual prize contest for the best poem with Edgar Allan Poe as its subject is announced. Among the contributors to the initial number of *The Stylus* are Milard E. Tydings, United States Senator from Maryland; Mrs. Brosseau; John J. Daly dramatic critic of the *Washington Post*; Anne Gordon Suydam; Marian King; and Fitzsimmons Tighe. Elizabeth Ellicott Poe has written a story on "The Renaissance of Poe," and Vylla Poe Wilson has contributed the first of a series of essays to be entitled "Impassioned Prose."

**I**NVITATIONS have been issued for a printing exposition at Richmond, Virginia, March 18 to 22, to commemorate the 200th anniversary of the setting up of Virginia's first printing press. The owner was William Parks, and the place was Williamsburg. There may have been a few small hand presses in the Colony before 1730, but Park's press was the first one to leave a record worth commemorating. Park's press was frequently used by Jefferson, and other Virginians helped to give it distinction. Parks was a good printer and an efficient man of affairs. In Virginia, as previously in Maryland, he was a pioneer journalist. When he died in 1750 his assets reached about \$30,000 which were sufficient to pay all debts and leave a small margin. But he left to Virginia journalism the mechanical facilities to continue the work that he had successfully started.

**C**HOICE selections of American and English first editions, the property of a Chicago collector, comprising 250 lots,

will be sold by the American Art Association, Anderson Galleries, Inc., on February 19. Among the rare items are autograph presentation copies, and first editions of popular American and English authors, including Mrs. Browning's "Sonnets"; Dana's "Two Years Before the Mast"; presentation copy of Hardy's "A Group of Noble Dames"; Hawthorne's "The Scarlet Letter"; Dr. Johnson's "Plan of a Dictionary," also his "Dictionary," large paper copy of Lowell's "Poems"; Kipling's "Jungle Books"; Reade's "The Cloister and the Hearth"; presentation copy of Shaw's "Man and Superman"; Shelley's own copy of Tasso's "Gerusalemme"; Mrs. Stowe's "Uncle Tom's Cabin"; and Whitman's "Leaves of Grass." These are only a few representative items but they are sufficient to show that here are rare books enough to make a strong appeal to collectors and dealers.

**F**OUR unpublished letters of Abraham Lincoln, which bring out salient points in his early career as a politician, have just been made public by Emanuel Hertz, of this city, well known as a collector of Lincolniana. The letters were written in 1849, after Lincoln had served a term in Congress as the lone Whig representative of Illinois. V. H. Palsits, in charge of manuscripts at the New York Public Library, characterizes the letters as "interesting political letters of Lincoln reflecting the political conditions of the time." Students interested in Lincoln, particularly in his early political career, it is said, can more fully understand his course and his policy, for the letters reveal him at work organizing his party.

**"I**T is reported," says the bibliographer of the *Boston Transcript*, "that the splendid collection of musical manuscripts brought from Berlin to this country by Paul Gottschalk last month has passed into the possession of Rochester University, of Rochester, N. Y. If this is so, that institution probably has the finest collection of musical manuscripts in America outside, possibly, that of the Library of Congress. It is not a large collection, but it derives its importance from the fact that it contains the manuscripts of some of the most famous compositions of the most famous



composers since Bach. Mr. Gottschalk was able to get this collection together through a series of notable sales in Germany and the purchase of the famous Cohen collection of Antwerp and the Bach manuscripts owned by the famous singer Pauline Viardot Garcia. Not more than three or four private collections in all Europe can equal this."

**T**HE manuscript of Sir Walter Scott's unfinished novel, "Siege of Malta," has been sold by Gen. Walter Maxwell Scott, grandson of the novelist to F. J. Shedd, of Sheed and Ward, London publishers. The story deals with the great attack on the island by the Turks in 1565 in which the Knights of St. John triumphed after a struggle lasting four months and checked the advance of Moslem power in Southern Europe. The manuscript consists of 150 pages. The story remained in Scott's old home in Abbotsford for nearly a century and has never been published. It is believed that Mr. Sheed intends to publish it for Scott's centenary in 1932.

**T**HE "Poems" by John Donne, edited by H. J. C. Grierson, shortly to be published by the Oxford University Press, is the most authentic and the most inexpensive edition to be had. Donne's popularity has steadily increased for two decades. The recognition of his essentially modern imagination and his acute and subtle intellect has been a strong factor in calling attention to his poetry in recent years. The extravagance and revolt of his early poems is said by one critic to belong to our "rampant age," and later ones may suit our maturity. This edition is one that collectors of Donne will want to own.

## Auction Calendar

**Wednesday afternoon, February 19th, at 2:15 o'clock.**  
Choice selections from the library of a Chicago collector. (Items 242.) American Art Association, 30 East 57th St., New York City.

**Saturday morning, February 22nd, at 11 o'clock.**  
Americana printed and in manuscript, autograph books, broadsides and pamphlets. (No. 213; Items 194.) Charles F. Heartman, 612 Middlesex Ave., Metuchen, N. J.

## Catalogs Received

**Byron and Byroniana.** (No. 28; Items 776.) Elkin Mathews, Ltd., 33 Conduit St., London, W. 1, England.

**Chimie.** (No. 129; Items 2924.) Hermann et Cie, 6 Rue de la Sorbonne, Paris, France.

**First editions and rare books.** (No. 215; Items 226.) James F. Drake 14 W. 40th St., New York City.

**First editions, association copies, fine sets, English and American literature, and Americana.** (No. 26; Items 245.) William Todd, Mt. Carmel, Conn.

**First editions of English literature, the nineteenth century to the present day; also productions of the Ashendene, Doves and Kelmescott Presses.** (No. 522; Items 506.) Francis Edwards, Ltd., 83 High St., Marylebone, London, W. 1, England.

**German books, covering art, literature, sciences.** Tondeur & Sauberlich, Georgiring 3, Leipzig, Germany.

**Important books on history, literature and art, including handsomely bound library sets.** (No. 529; Items 507.) Maggs Brothers, 34 Conduit St., London, W. England.

**Manuscripts, incunabula, woodcut books.** (No. 21; Items 197.) E. P. Goldschmidt & Co., Ltd., 45, Old Bond St., London, W. 1, England.

**Medicine, chemistry and allied subjects.** (No. 80; Items 636.) Grafton & Co., 51 Great Russell St., London, W. C. 1, England.

**Miscellaneous books selected from classified stock of over a million books.** (No. 108; Items 1438.) Schulte's Book Store, Inc., 80 Fourth Ave., New York City.

**Modern English and American first editions with some examples of modern private presses, mostly in pristine condition.** (Items 225.) Benjamin Hauser, 1285 Fifth Ave., New York City.

**Modern first editions, private press books and a selected list of fine bindings.** (No. 1; Items 429.) Joseph Horne Co., Pittsburgh, Pa.

**New, second-hand and rare books.** (No. 54; Items 728.) A. J. Huston, 92 Exchange St., Portland, Me.

**Old prints and lithographs, including many of the Civil War Period.** (Items 169.) Perry W. Fuller, 22 West Franklin St., Baltimore, Md.

**Out-of-print books on gold, iron, steel, coal, coke, petroleum geology, etc.** Aurand's Book Store, Harrisburg, Pa.

**Publications scientifiques.** Hermann & Cie, 6, Rue de la Sorbonne, Paris, France.

**Rare Americana.** (No. 272; Items 157.) Shepard Book Co., 408 South State St., Salt Lake City, Utah.

**Rare books and first editions.** (No. 211; Items 252.) James F. Drake, Inc., 14 West 40th St., New York City.

**Rare books and first editions.** (No. 210; Items 235.) James F. Drake, Inc., 14 West 40th St., New York City.

**Rare books and modern first editions.** (No. 8; Items 203.) Raphael King, 6 Bloomsbury St., London, W. C. 1, England.

**Rare books and modern first editions.** (No. 9; Items 284.) Raphael King, 6, Bloomsbury St., London, W. C. 1, England.

**Recent German books, including art, literature, sciences.** Tondeur & Sauberlich, Georgiring 3, Leipzig C. 1, Germany.

**South Africa, books, prints paintings and manuscripts.** (No. 520; Items 565.) Francis Edwards, Ltd., 83 High St., Marylebone, London, W. 1, England.

**Standard sets and miscellaneous books.** No. 188; Items 327.) Goodspeed's Bookshop, 2 Milk St., Boston, Mass.

**Transportation, including travel and communication.** (No. 79; Items 664.) Grafton & Co., 51 Great Russell St., London, W. C. 1, England.

**Valuable country library formed in the seventeenth and eighteenth centuries.** (Part 1, English literature, including the tallest known copy of the Second Folio Shakespeare and 124 quarto plays by his contemporaries or successors; No. 817; Items 423.) Henry Sotheran, Ltd., 43, Piccadilly, London, W. 1, England.

**Western Americana.** (Items 135.) Tyson's Book Shop, 319 Caesar Misch Bldg., Providence, R. I.

**Zoologie.** (No. 130; Items 1701.) Hermann et Cie, 6 Rue de la Sorbonne, Paris, France.

## Good Second-Hand Condition

John T. Winterich

**I**N its commendable (one trusts) efforts to throw such light as may be on the history of the dust jacket, this department published a month ago a letter from a New York collector which pushed the jacket date back as far as 1875. Exhibit A was a copy of Longfellow's "The Hanging of the Crane." A request for further details brought from this collector the following letter, which is by all odds the most detailed and informative contribution yet made to the jacket discussion:

"First, as to 'The Hanging of the Crane.' This dust-wrapper is of a rather flimsy terra-cotta paper, entirely plain on spine and back, and lettered on the front (all capitals): 'The / Hanging of the Crane / by / Henry Wadsworth Longfellow / with illustrations / Boston / James R. Osgood & Co.,' the whole enclosed in a frame made of a single rule, with small Maltese crosses at the four corners.

"Upon looking through my American books, I found two other early wrappers, each on stout gray paper and without printing except title, publisher and date. These are on 'Tributes to Longfellow and Emerson by the Massachusetts Historical Society,' Boston, A. Williams & Co., 1882, and 'Proceedings at the Dinner given by the Medical Profession of the City of New York April 12, 1883, to Oliver Wendell Holmes,' New York, Putnam's, 1883.

"The first of these is in white cloth, which might be thought to demand special protection (cf. the large paper lives of Longfellow, Emerson, Lowell and Holmes, very frequently found with wrappers in 1886-95), but the second is an ordinary, and quite trivial, book in the usual plain cloth.

"All these are obviously protective wrappers, and I have no early example of an American wrapper which is either advertising or decorative.

"Curiously enough, however, there is a very early American example of a protective wrapping. I own an "Atlantic Souvenir" for 1829, and have seen one for 1828, in which the book, bound in green

decorated boards with cloth back, is enclosed in a four-sided pasteboard sheath, the front and back of which reproduce, on green paper affixed to the pasteboard, the decorations of the covers of the book. The parts of the sheath covering the spine and fore-edge of the book are blank.

"As to English books, the first examples of dust-wrappers I recall are on the Wessex edition of Thomas Hardy's novels, which Osgood, McIlvaine & Co. started in 1895. Here the back of the dust-wrappers advertises the other novels in the series, and by the time "Wessex Poems" is reached in 1898 the back of the jacket advertises other Harper books, Harper having bought out Osgood, McIlvaine in 1896. Protective dust-wrappers were also used for the books of the Keynotes series, at about the same time, reproducing the cover design on the front of the wrapper.

"If investigation shows that the dust-wrapper for fiction does first appear in England at about this date it would be interesting to tie this in to the decline of the high-priced three-deckers, of which 'Tess' in 1891 is the last great example, and to the increase of retail sales of single-volume books.

"The earliest decorative wrapper on an English book which I have seen occurs on Kipling's 'Just So Stories' in 1902. Here the picture on the front wrapper reproduces an illustration in the book and differs entirely from the cover design, the back wrapper again advertising other books of the same publisher.

"I can find no early use anywhere of a 'blurb.'"

Meanwhile this department, unwilling to leave the full onus of its task to others, has been engaged in further research on its own account. The Dauber and Pine Bookshops of 66 Fifth Avenue, New York, came to the rescue with a copy of Joel Chandler Harris's "Uncle Remus: His Songs and His Sayings" (New York, 1881, second issue, with the press notices of the book) which, by some miracle of preservation, was still encased in a jacket. This

jacket is the earliest departure from the primitive wrapper designed merely as a protective covering which your correspondent has noted. The front of the wrapper reproduces not the cover design, but the Church illustrations on page 90 of the book, plus the title and subtitle of the book.

This departure from the norm is hardly violent, though a departure it certainly is, but the back wrapper is devoted to a notice of "The Orthoëpist. A Pronouncing Manual, Containing About Three Thousand Five Hundred Words, Including a Considerable Number of the Names of Foreign Authors, Artists, etc., that are often mispronounced. By Alfred Ayres." Then come four press notices (presumably) of the book—at any rate four separately quoted sentences of comment.

Advertising on the dust jacket, therefore, is at least thirty-nine years old. Are there any earlier examples?

THE most recent Newton item is a charming facsimile of Richardson's "Pamela"—not the first edition of 1741 in two volumes, but the Newbery abridgment for children issued in 1769. (The abridgment may have been the work of Oliver Goldsmith. Why not? He did much like hackwork for Newbery, and he could always use the money.) The book proper (what conceivable adjective could be more appropriate?) is preceded by an introduction by Mr. Newton which concludes with a discussion of the distressing problem of the odd volume. "I once bought for two pounds one volume, in boards uncut, of the first edition of *Rasselas*," Mr. Newton declares with a sigh audible between the lines. "I would give two hundred for its better half." This department has long been de-

bating whether it is more heartbreaking to own one volume of a two-volume set, like "*Rasselas*," or two volumes of a three-volume set, like "*Tess*." Somehow the thing will not reduce to a simple and universally applicable equation.

And there is the even more frequently encountered puzzle of the set in which the component parts were not issued simultaneously—like Irving's "*Washington*" and Gibbon's "*Decline and Fall*," and like Louisa May Alcott's "*Little Women*."

"I was routed out of bed one night not long ago," says Mr. Newton, "to listen to a telegram read over the telephone from Carolyn Wells, who had discovered somewhere in the middle west a fine copy of "*Little Women*," for which she was asked sixteen hundred dollars! She wanted to know should she buy it. I replied, 'Yes, and be quick about it.'"

And a day or two after reading the above this department received a copy of Harry Stone's Catalog 35, wherein is listed a set of "*Little Women*," described as fine, at \$1250. A copy of "*Little Men*" (who, it will be recalled, were compact enough to fit into one volume) is listed at \$35. To the ladies!

IT was not until 1893, "in response to repeated requests from British and American tourists," that a Baedeker for the United States was issued. As time is reckoned these days, 1893 was not so very long ago—it was in that year that Mrs. Wharton made her first appearance between the covers of a book and that Stephen Crane issued "*Maggie*" at his own expense and under an assumed name—but a brief inspection of this original American Baedeker makes it seem much longer

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ago than it was. As, for instance, the matter of prices:

"Comfortable hotels of the second or third class are comparatively rare. Persons of moderate requirements, however, by frequenting boarding-houses instead of hotels and avoiding carriage hire as much as possible, may travel comfortably (exclusive of long continuous journeys) for \$5-7½ (20-30s.) a day; but it would be safer to reckon on a daily expenditure of at least \$10 (2l.). An entire day (24 hrs.) spent on the train (*i.e.* a journey of 500-800 M.) costs, with Pullman car accommodation and meals, about \$20 (4l.). The cost of living varies considerably in different parts of the country; and New York, where most visitors land, is, perhaps, the most expensive city in America."

The mechanics whereby the European traveler becomes affiliated with an American hostelry were thus detailed:

"On reaching the hotel, the traveler enters the *Office*, a large and often comfortably fitted up apartment, used as a general rendezvous and smoking-room, not only by the hotel-guests, but often also by local residents. On one side of it is the desk of the *Hotel Clerk*, who keeps the keys of the bedrooms, supplies unlimited letter-paper gratis, and is supposed to be more or less omniscient on all points on which the traveller is likely to require information. Here the visitor enters his name in the 'register' kept for the purpose, and has his room assigned to him by the clerk, who details a 'bell-boy' to show him the way to his room and carry up his hand-baggage. If he has not already disposed of his 'baggage-checks' in the way described at p. xxii, he should now give them to the clerk and ask to have his trunks fetched from the station and sent up to his room. If he has already parted with his checks, he identifies his baggage in the hall when it arrives and tells the head-porter what room he wishes it sent to. On entering the dining-room the visitor is shown to his seat by the head-waiter, instead of selecting the first vacant seat that suits his fancy. The table-waiter then hands the guest the menu of the day, from which (in hotels on the American plan) he orders what he chooses. Many Americans order the whole of their meals at once, but this is by no means necessary except in primitive localities or

inferior hotels. The key of the bedroom should always be left at the office when the visitor goes out. Guests do not leave their boots at the bedroom door to be blacked as in Europe, but will find a 'boot-black' in the toilette-room (fee 10 c.; elsewhere 5 c.). Large American hotels also generally contain a barber's shop (shave 20-25 c.; elsewhere 15 c.), railway ticket, express, and livery offices, book-stalls, etc." Elsewhere one learns that "the art of the *Barber and Hair-Dresser* has been developed to a high point in the United States, where the 'tonsorial saloons' are often very luxurious. The prices, however, are high (15-25 c. for a shave, including hair-brushing and the application of essences; hair-cutting 25-35 c., shampooing 15-25 c., 'sea foam' or 'dry shampoo' 10-20 c., etc.)."

The visitor from overseas is cautioned that in America the traveler is left to rely upon his own common sense still more freely than in England, and no attempt is made to take care of him in the patriarchal fashion of Continental railways. He should therefore be careful to see that he is in his proper car, etc. The conductor calls 'all aboard,' when the train is about to start, but on many lines no warning bell is rung. The names of the places passed are not shown distinctly (sometimes not at all) at the stations, and the brakeman, whose duty it is to announce each station as the train reaches it, is apt to be entirely unintelligible."

The inevitable comparison between the European compartment system and the American open day-coach is made effectively: "In comparing the ordinary American car with the second-class or the best third-class carriages of Europe, some travellers may be inclined to give the preference for short journeys to the latter. The seats in the American cars offer very limited room for two persons, and their backs are too low to afford any support to the head; a single crying infant or spoiled child annoys 60-70 persons instead of the few in one compartment; the passenger has little control over his window, as someone in the car is sure to object if he opens it; the continual opening and shutting of the doors, with the consequent draughts, are annoying; the incessant visitation of the train-boy, with his books, candy, and other articles for sale, renders a quiet

nap almost impossible; while, in the event of an accident, there are only two exits for 60 people instead of six or eight. On the other hand the liberty of moving about the car, or, in fact, from end to end of the train, the toilette accommodation, and the amusement of watching one's fellow-passengers greatly mitigate the tedium of the long journey; while the publicity prevents any risk of the railway crimes sometimes perpetrated in the separate compartments of the European system."

Under the heading "General Hints" is advanced the suggestion (so often disregarded, alas, by some of our prominent visitors) that the "first requisites for the enjoyment of a tour of the United States are an absence of prejudice and a willingness to accommodate oneself to the customs of the country. If the traveler exercise a little patience, he will find that ways which strike him as unreasonable or even disagreeable are more suitable to the environment than those of his own home would be. He should from the outset reconcile himself to the absence of deference or servility on the part of those he considers his social inferiors; but if ready himself to be courteous on a footing of equality he will seldom meet any real impoliteness." It is admitted, however, that "the average Englishman" will be annoyed by "the habit of spitting on the floor."

Not the least amusing feature of the book is the glossary. *Bright*, one learns, is Americanese for *clever*, and *clever* for *good-natured*. A *bug* is a "beetle, coleopterous insect of any kind," as distinguished from the highly specialized creature which the term delimits in England. *Chicken*, most happily, is defined as "fowl of any age."

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IN *Philobiblon*, a magazine for book-lovers, (published in Germany), November 1929, there is an interesting review of English, American and Continental book auctions from September 1928 to July 1929. Apart from the prices quoted in the review, which merely cover the high spots and are to be found elsewhere,—there is a paragraph which expresses mild amazement at the prices paid in Great Britain and America for modern first editions. In Germany, it seems the collecting of modern firsts is almost unknown: for a book published after 1900 a price two marks in excess of the published price is considered unusual.

THE bequest to the New York Public Library by the late Alexander Lambert, concert pianist and music teacher, comprises many valuable autograph letters and manuscripts, among them scores and manuscripts by Beethoven, Liszt, Wagner and Chopin. During the many years that he was a concert pianist he accumulated a large collection of fine photographs of leading composers and musicians.

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Matrix. Norman Levy.  
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De Monte. Mental Therapeutics.

ASSOCIATED STUDENTS STORE, BERKELEY, CAL.  
Bocher. Introduction to Fourier's Series. Harvard Univ. Press.  
Demetrius Selivanoff. Der Differenzenrechnung. Teubner. 1904.

AUDITORIUM BK. STORE, 1018 15TH ST., DENVER  
The Vita Nuova of Dante. Theodore Martin.  
Indian Blankets, Their Makers. George W. James.  
Harvard Classics. Vols. 20 and 51. Green Fabrikoid binding.  
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Bulletin of American Mathematical Soc. Vol. 34, no. 1.  
Official Gazette of U. S. A. Vol. 259, nos. 3, 4; vol. 261, no. 5; vol. 263, no. 1; Vol. 264, no. 1; vol. 265 complete; vol. 266, no. 1.

W. M. BAINS, 1713 CHESTNUT ST., PHILA.  
Howland, Mrs. F. L. Cliveden. 1903.  
Meier-Graefe, J. Modern Art. 2 vols.  
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Lee. The Oak Staircase; Rosamond Fane.  
Young. The Medici. 2 vols. Dutton. 1923.  
World Almanac. 1925.  
Morley. Parnassus on Wheels; In the Sweet By and Bye. 1sts.  
Concord, Mass., Maps before 1875.  
Embury II. Early American Churches.  
Bigelow. Fishes of the Bay of Maine.  
Vanderbilt. Gallapogas Islands.

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Any other titles on Napoleon by these authors.  
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BRICK ROW BK. SHOP, 231 ELM, NEW HAVEN, CT.  
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McFee. 1st eds.  
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Wiley. Education of Peter.  
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Joyce, P. W. English as We Speak It in  
Ireland.  
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Flint, Russell. Books illus. by.

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O. Henry. Autograph material, inscribed books,  
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Peters. Currier and Ives.  
Roosevelt. Autobiography. 1st.  
Sassoon. All 1sts.  
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| GOOD SECOND-HAND CONDITION by John T. Winterich . . . . .  | 894 |

## Forthcoming Issues

✿ ✿ ✿ Next week will be the Religious Book number. Charles Ferguson, of the new publishing firm of Richard R. Smith has written a vivid and forcible argument for the sale of religious books called "Selling God in Babylon." Mr. Ferguson is well known to the book trade. Before the founding of the new firm he was in the Religious Book Department of Doubleday, Doran. ✿ ✿ ✿

✿ ✿ ✿ Dorothea Lawrence Mann has written for this issue an article on the changing methods of selling religious books, based on information gleaned from a variety of bookstores in Boston. There was a time, Miss Mann points out, when all books were religious books, but more and more religious books are becoming a special department and require special handling. ✿ ✿ ✿

✿ ✿ ✿ The place of "Art Books in the Bookshop" will be discussed in the March first issue by Adrienne Leonard of Dawson's Bookshop in Los Angeles. ✿ ✿ ✿

### THE PUBLISHERS' WEEKLY

*The American Booktrade Journal*

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# At the 'Fifty Book' Exhibit

There's much to be learned at the A. I. G. A. "Fifty Book" exhibit this year about good book-making and interesting typography. Particularly is this true in respect to distinguished typography in economical form, such as Linotype.

The handy size and friendly feel of *Ex-Wife*, which is set in Linotype Granjon, for instance, are known to many. Yet some idea of the scope of the designer's ability (Robert O. Ballou) may be measured by the other two Cape & Smith items: *Gods' Man*, the interesting woodcut book, and *Pomp and Circumstance*, which is set in Linotype Elzevir.

Other Linotype Granjon books which show the versatility and sheer readability of the face include the charmingly designed (by Frederic Warde) three volume edition of *The Spy*, issued by the Bowling Green Press; Covici-Friede's attractive *Monsieur Venus*, designed by Robert S. Josephy; the MacMillan *Birthday of the Infanta*, for which S. A. Jacobs was typographically responsible; and Carl Purington Rollins' typographically substantial Yale University Press *Memorial Quadrangle* of 466 pages.

The newest Linotype book face, Estienne, is used for two volumes worthy of study by all interested in book-making. The first of these two—and the book Will Ransom thought was the outstanding item in the exhibition—is the Oxford University Press *Testament of Beauty*, printed by Rudge and designed by Walter M. Patterson. The other Estienne-set book is that wholly charming Limited Editions Club edition of *Leaves of Grass*, for which Frederic Warde was typographically responsible. This latter volume is particularly satisfying in its solution of difficult problems of spacing, arrangement and typographic detail.

The sheer satisfactoriness of Scotch Roman as a book face is evidenced by its use in three of the fifty selected books. These are the Rudge *Legend of the Hounds*, an-

other example of Frederic Warde's typographic effectiveness; a charming book of poems, *The Thrifty Dreamers*, designed by Fred Anthoensen and published by the Southworth Press; and the MacMillan children's book, *Hitty, Her First Hundred Years*, of which Dorothy Lathrop was responsible for illustrations and typography.

Of the Caslon-set books, two fine volumes in Linotype Caslon Old Face are on display. Both are fairly high in price, but each is authoritative in its field. Carl Purington Rollins, who has four books in the exhibition, designed the Florida State Historical Society's illustrated *Loyalists in East Florida*; the other volume, *Contemporary American Portrait Painters*, which has 110 pages, is 9x12 inches in size, and was designed by Melvin H. Loos and printed by Rudge. The illustrations in this book are by the aquatone process.

That most attractive Harcourt, Brace book, *Steichen the Photographer*, is interesting alike for its photographic reproductions by the Knudsen Process, and for the charm of Robert S. Josephy's typography in Linotype Bodoni Book. Another book by the same designer, and one which is totally different in feel and handling, although it is set in the same face, is the Edwin Valentine Mitchell book of poetry, *A Riband on My Rein*.

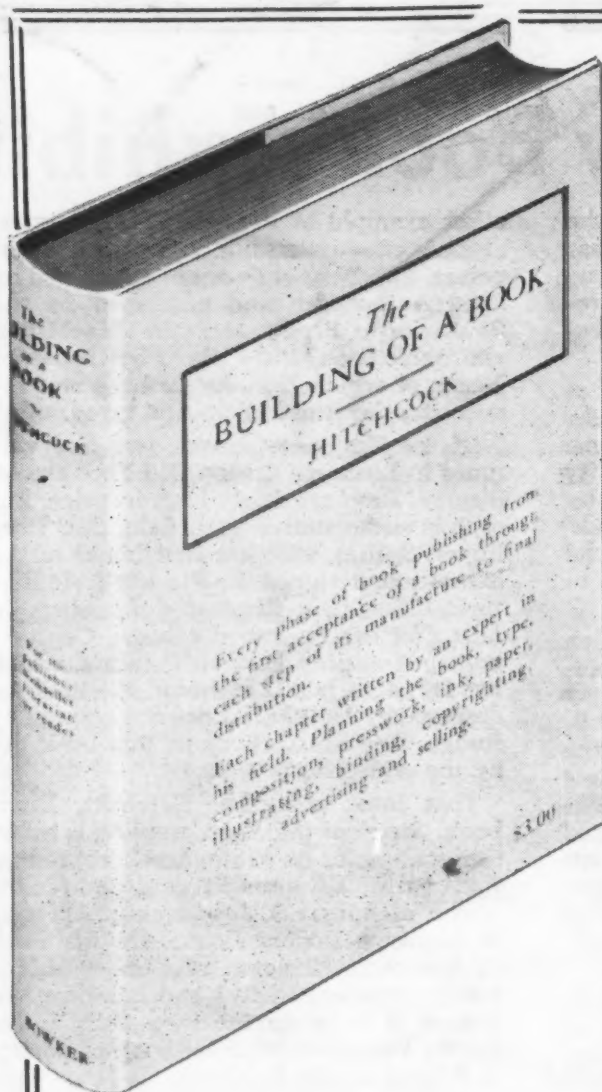
The remaining Linotyped volumes in the exhibit—and in their entirety they run to more than a third of the fifty books—are two Yale University Press books, both designed by Mr. Rollins. *The History of Russia* is done in Franklin Old Style, and *The Jurisprudence of the Jewish Courts in Egypt* is in Original Old Style. E. L. Hildreth of Brattleboro printed these two, as well as the Yale University Press *Memorial Quadrangle* volume.

The printers responsible for the Linotyped items, in addition to Rudge and Hildreth, include the Vail-Ballou Press, Little & Ives, Conway Printing Co., and the Southworth Press.

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